

# 50 Ways

*By*

S. M. Rubenstein, O.D.

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# 50 WAYS

*to Increase the Income  
of an Optical Office*

By

S. M. RUBINSTEIN, O.D.

*Optometrist Since 1910  
Pennsylvania and New Jersey*



PUBLISHERS OF BUSINESS-STIMULATING SYSTEMS  
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11 Aug. 48 Dr. C.S. McHenry. gift.

*To Catherine, who has always gladly shared the burdens of my defeats and has, in the days of victory, applauded with the others, I affectionately dedicate this book.*

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## FOREWORD

THIS little book will be received cordially by many Optometrists and Opticians; others will condemn it. Those who find in it money-making suggestions will readily testify to its value; those whose high standards and rigid code of ethics enable them to perceive certain undesirable suggestions will doubtless regard it as unfit for serious consideration. However it may be received, I desire to assure my readers that my sole aim in presenting this compilation is to broaden for the beginner, the unknown practitioner and the progressive Optician and Optometrist his financial prospect and to let him look on and examine the great variety of money-making plans that have been employed, that are being employed and that will unquestionably continue to be employed by many successful Optometrists. I do not personally recommend all the plans mentioned. Some are fundamentally conjectural in their effect. Others are frankly unethical. Cumulatively, though, let this book but serve in stirring up in its reader an inspiration; let it start him thinking; let it cause him to realize that he is engaged in a somewhat competitive calling; the result must be satisfactory.

I send out this compilation with the sincere hope that it may prove of great value to those who take its contents seriously.

*Philadelphia, Penna.  
March 10, 1928.*

S. M. RUBINSTEIN, O. D.



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## INTRODUCTION

*By*

IRVING REISMAN, O. D.

OPTOMETRY needs this book. The beginner will find in it many valuable suggestions pertaining to his preliminary duties in making his advent known, in creating good-will, in fitting up an office and in the variety of other matters attending his practice. The more mature practitioner whose income seems incommensurate with the age of his office and his personal ambitions for it, will find many suggestions, some conservative and inexpensive, some elaborate and rather costly, for stimulating trade. For the Optometrist who enjoys a large following and does not need to advertise for business, there will be found a number of miscellaneous ideas for business, educational advertising and for maintaining his professional prestige.

The Author, a competent and successful Optometrist, has been practicing Optometry for over eighteen years. That he is qualified to make a compilation such as this for the profession must be quite obvious.

Personally, I intend to always keep my copy of this book. Whenever things slow up I will consult its pages. It is, already, my "silent partner." The Author has done a fine piece of work.



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CHAPTER ONE

PRELIMINARY CONSIDERATIONS

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## CHAPTER ONE

### PRELIMINARY CONSIDERATIONS

#### THE ORIGINAL APPROACH

CURIOSLY, the original approach is beset with very major obstacles. Optometry is not as old as Medicine nor has it as yet attained the mellowness of that profession. Moreover, it is only an auxiliary rather than a direct science. It is not until a person has been educated in the necessity of having his eyes examined that the function of the Optometrist becomes apparent. Optometry is a corrective science; it does not heal, save in the case where, as in eye-strain or headache, it will perform its supplementary service toward alleviating the effects of visual errors. At best, however, even this commendable occupation of the Optometrist does not come to light until a prospective patient has been educated in a few important matters relative to the subject. An Optometrist who has passed, as I have had occasion to, through the early days of 5-and-10-cent-store competition, and the attacks of the parallel and quasi-parallel professions, will on occasion remark upon the apparent ignorance with which a great number of supposedly informed men and women will, even in this enlightened day, regard his calling.

Thus it not infrequently happens that, unless the Optometrist holds himself high, and at the same time, conducts a subtle course of instruction toward his prospects, his practice suffers as does his income.

I propose, therefore, to impress on my readers the necessity



of constantly calling attention to the purpose of Optometry, to the function of the Optometrist and to the danger of disregarding "the danger signs."

I propose, too, to anticipate that through this work the reader will indulge me the privilege of occasional comments in reference to certain given situations. It is of the utmost importance, however, that the reader, should understand the psychology of the prospective patient he is about to approach. This psychology is always peculiar and often comical. Notwithstanding this, the Optometrist must know all about it. Otherwise, it becomes a difficult matter to cope with, and it invariably represents a loss of money.

Please do not for a single moment imagine that I am attempting to disparage our profession. Personally, I have been engaged in the practice of Optometry for over eighteen years, and I have come to love Optometry, to recognize in it limitless opportunity for rendering genuine, lasting and needful service. I have arrived at a pretty mellow maturity in the profession and at a far-flung milestone along the path of life. And I staunchly and unhesitatingly affirm that were I, by some magic chemistry, to be transformed into a young man, I would again embrace the profession of Optometry for my life's work.

#### THE PECUNIARY SIDE

My sentiments, however, regarding the financial end, the business side of the profession, are the natural reactions to long experience, observation and much thought. Hence, when I appear to be somewhat concerned about the financial side of the profession, it is because of the various questions that I myself used to ask, of the questions that have been repeatedly propounded to me by fellow-members of the profession, and



because of my feeling that if I can aid my professional brethren in getting more out of their calling, I shall have done a good work.

As I have said, Optometry is, to a large extent, a new science. That there are hundreds of new Optometrists opening offices annually will, of course, remove from it its newness and impart to it a dignity; but by the same token the profession itself will grow more and more competitive. The relative newness of the profession, together with the large number of practitioners in the field, should produce in every member of the profession the realization that he must do his share along both educational as well as business lines. In order to help him accomplish this two-fold purpose has this book been written.

#### ANNOUNCEMENTS

In the announcement of the opening of a new office, the necessity of employing the two-fold plan of educating and soliciting at the same time, first makes its appearance. It remains a salient requisite throughout everything the Optometrist will do professionally thereafter. The Optometrist's announcement of the opening of his offices may be less conservative than those employed by Physicians or Dentists. The day will soon be here when our profession will achieve the dignity of the others. In the *interim* it will be necessary to devote greater effort in approaching the public with our professional and educational announcements than is required of the Doctors, Lawyers and Dentists whose announcements are greatly standardized. This necessity of doing more than the other professionals, however, has its compensations. The subtle educational feature of the literature to be distributed may sometime succeed in bringing



light to many who have never heretofore realized what Optometry stands for, and it may also succeed in exerting a powerfully persuasive sales influence over the hesitant, uncertain prospect. Departing from abstraction, let us now consider the matter of announcements.

A new office is about to be opened. An announcement, of course, is to be mailed out. Let's look it over. Is it too gaudy? Is it too conservative? Is it too indistinct?

I have seen a gray card, linen finish, upon which a very neat announcement appeared. The printing was a subdued tone of blue. In one corner of the card appeared, in very small type, the words "Eyesight is your most precious gift. Guard it." (This book contains throughout a wide selection of lines and sayings appropriate for the purpose of the educational feature in the announcement.)

Another announcement may appear in the newspaper. This should contain, beside the formal words, a line or two of education copy.

A letter is frequently used to augment the newspaper announcement. It should always be irreproachable in grammar, dignified in tone and convincing in its cumulative effect.

It is taken for granted that the reader will be able to select out of the mass of specimen sayings, paragraphs, letters and other material herein set out enough inspiration to enable him to work out his own ideas along the lines suggested.

In connection with the subject of letters, it is a desirable thing if a certain color of stationery is adopted and persistently adhered to in all matter susceptible to the same color combinations. This will serve to identify the establishment and to produce an impression. Just as certain sweet odors will, of themselves, conjure up memories and associations, so will the



continuous employment of a definite and beautiful color-scheme succeed in producing the desired reaction.

The preliminary announcements represent the missionary work from which too much should not be expected. Remember, rather, that you are engaging in a useful, dignified profession concerning which, unfortunately, a great number of your prospects are still somewhat ignorant. To spend your money for the purpose of enlightening people generally is a most benevolent endeavor; but when such propaganda inures to the benefit of a non-advertising competitor, the matter takes on a somewhat sinister and unpleasant complexion. Thus, you see, it becomes necessary to educate and, at the same time, call to the prospect's attention the great number of convincing reasons why *you* are the man he should come to.

#### THE OFFICE OR SHOP—WINDOWS

It is needless to explain the importance of having an attractive office or shop. It may, though, prove wise to suggest a few things that have been successfully used by Optometrists and Opticians in brightening the general *ensemble*, in lending an air of prosperity, atmosphere and dignity to the appearance of their offices and in generally following the modern trend along these lines.

If you are on the second floor and have windows facing on a street, you might consider using the words OPTICAL OFFICES OF (your name, second line), and thereunder the word OPTOMETRIST. Lawyers use such an arrangement; it has through custom taken on a dignity. Optometrists, being professional people, may use it with impunity. This suggestion is suited to the Optometrist who wishes to call himself an Optician in addition to his other title.



The question of using an eye (transfer picture or decalcomania) depends on whether you are merely an Optometrist or both an Optometrist and Optician. If you are the former, I would certainly not recommend its use, except in certain cases where it is almost vital to do so. It may be that your neighborhood cannot comprehend just what Optometry means. In such case a small "eye" may be used. I believe, though, that speaking generally, the tendency is to depart from the "all-seeing eye." It was a good old stand-by in the past. It stood for the "Optical" department of a jewelry store. But today, with Optometry standing on a high professional plane, the Optometrist is seeking to elevate himself above the garish glare of the commercial sign. He proposes to do this by his own methods, by cleaner, safer and more dignified approaches. Therefore, he uses gold or silver lettering. He will often supplement this with the outline of an oxford frame, tastefully drawn and executed in leaf. He will do everything he can to step above the trashy methods of securing notoriety. He will endeavor to study and woo the muse for ideas regarding ethically correct publicity methods.

#### SIGNS

In the case of down-stairs offices or stores the matter of window and door signs depends largely on the lay-out of the fronts. Where the usual store-window and door are available, it is recommended that, in addition to the conventional name and calling on the front window, which is almost invariably of gold or silver leaf, the base of the window—the glass part—should contain either a pertinent message, running all the way across the bottom, or a neat square, circle, diamond, or other design in the center of which is a saying or an Optometrical phrase of persuasive character. The following are suggestions:



EYE-SIGHT AUTHORITIES  
OPTOMETRISTS SINCE 1910  
THE EYE MAN  
YOUR OPTOMETRIST  
OPTICAL REPAIRS  
GLASSES ADJUSTED  
STYLES IN SPECTACLES  
THE EYE-SIGHT INSTITUTION  
INTIMATE OPTOMETRICAL SERVICE

In other words, the Optometrist should strive to have a somewhat noticeable although dignified window. A little serious planning should be done before beginning to prepare the front of the office. The suggestions contained herein should be gone over carefully. A phrase, an idea, a method may prove just the thing for you to incorporate in your opening campaign or in your assault upon the community citadel of indifference at any time.

One Optometrist employed an exceedingly fine design. It consisted of painting a ten inch white border on both the top and bottom of his windows—across the length. In the center of the top border appeared in gold outline a rather small, but plainly visible spectacle, front view. On the lower white border were the words, enclosed in a rectangular outline of gold: EYE-SIGHT HEADQUARTERS. (Of the ethical aspect of employing or not employing quasi-commercial “come-ons,” more will appear in another part of this book.) The center of the window exhibited in gold, with white shadows, the name, etc. The whole effect was delightful, clean-looking and attractive.

#### FITTING THE OFFICE OR SHOP

As regards the fitting up of the office, it is highly advisable to avoid over-fitting. The adjusting table should be as close



to the door or window as is possible. Let the passer-by see the table. Moreover, success is somewhat contagious. The hesitating prospect who sees his friend in your office will not further delay his visit. People generally seem to prefer to patronize the busy shops. Some day an enterprising psychologist will explain this phenomenon. Patrons, once inside, prefer not to be required to go to the rear of the office or into the examining room. You adjust gratuitously. If your patron must go through too much of a ritual he may feel too highly obligated, which frankly, is not the desirable thing.

The office walls should be tastefully decorated. Hang a framed sign-card (and it pays to invest in this kind of educational material) on your wall. The wording should be much along the following lines:

#### EYE OF YOUTH

*(Drawing)*

In these days of flashing lights and ever changing scenes, eye-strain is a common ill. Preserve your present good vision with glasses that will remove the constant strain of present day conditions. Let us examine your eyes today.

#### SUCCESS

*(Drawing)*

The man or woman who is successful possesses highly developed faculties. Success is generally earned. It comes from giving careful attention to the little things. Good vision is one of your assets; without it success may be delayed. Have your eyes examined today.



50 WAYS  
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Is the scientific examination of the human eye, without the use of drugs, for the purpose of ascertaining its optical status and general condition and prescribing lenses or prisms for the correcting of such errors of refraction or muscular anomalies as may be present. It is the work done by Optometrists when they examine eyes and fit glasses should they be needed.

EYE-SIGHT IS YOUR MOST PRECIOUS POSSESSION.  
GUARD IT.

ARE YOU STILL DELAYING HAVING YOUR EYES  
EXAMINED?

WE DESIRE TO PLEASE AND EARN YOUR CONFIDENCE.  
THAT "TIRED FEELING" MAY MEAN ONLY TIRED EYES.  
GOOD GLASSES SAVE MONEY FOR YOU. BETTER YET,  
THEY SAVE YOUR EYES.

The matter of color-schemes is one depending on the individual taste. It is assumed that the Optometrist will have his own ideas about the fixing up of his office. These preliminary pointers are merely descriptions of plans, and are passed along for whatever they may prove to be worth. They are extraneous of the purpose of this book.



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CHAPTER TWO  
GETTING BUSINESS

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## CHAPTER TWO

### GETTING BUSINESS

#### SOLICITATION BY REPRESENTATIVES

INSERT in your neighborhood paper or, if your office is in a small town, in the town paper, the following ad:

SOLICITOR OR CANVASSER, NOW  
EMPLOYED, CAN MAKE GOOD  
EXTRA MONEY; NON-COMPETITIVE  
LINE. (Just your address; no

name; or, if you are sensitive about disclosing your identity too conspicuously, take a box number, and find out, thereby, in advance, who your applicants will be.)

This ad will cost very little in the classified section. You will have any number of persons come to inquire or write you. You will explain that their job is merely to distribute your cards to their friends, or your cards and your literature. Your card should have at the bottom, in small type, "REPRESENTED BY." The solicitor or canvasser already employed has a following, has created for himself a good-will and can win the earnest attention of the people on whom he calls. Thus, an insurance man has hundreds of friends. An outdoor order taker for an installment house is an ideal person to represent you. You will yourself perceive the suitability of other persons in various widely-scattered capacities. They need do nothing but distribute your card, etc., and, if they wish,



say a few words about your ability to render a high-class service. Each card brought in by a new patient will entitle the person whose name appears thereon to a commission. You will arrange the amount yourself.

This method was employed by the Author over twelve years ago. At that time his offices were located in a foreign section of the city. He sought, as solicitors, men and women who could converse in the languages of the locality. The results obtained were unusually satisfactory. Obviously, with practically no expense, no salaries to pay, no commissions to turn over until after the money is collected, one will immediately recognize that this plan is a sound business suggestion.

#### GOING AFTER THE MILLS AND FACTORIES

This is a plan which has limitless possibilities. In the form herewith presented it renders itself suitable to the small Optometrical office. It is capable—and we leave the details to our reader—of being developed along the broadest lines. The present plan is certainly conservative, dignified, ethical, inexpensive and practical. I doubt if we have ever come across a better one.

The following letter is addressed to a mill-owner :

Dear Sir :

No physical defect contributes more directly to fatigue and inefficiency than defective vision or is more responsible for waste of vitality, effort, time and material.

Of more than 42,000,000 gainfully employed persons, 25,000,000 have defective vision of sufficient degree to handicap them in their work. Some of them are in your employ.



The beneficial results which accrue from the correction of eye defects are:

- (a) Increased production.
- (b) Improved quality of workmanship.
- (c) Minimized waste and spoilage of material.
- (d) Fewer accidents.
- (e) Greater individual comfort and efficiency.

Attention to eye care, therefore, is a responsibility resting upon the management, and one which no company can afford to ignore.

Will you permit us, as Optometrists, eye-sight specialists registered by the State, to tell you of our plan whereby, at absolutely no cost to you, we believe we can help increase the visual acuity of your factory personnel?

Yours cordially,

The above specimen letter will, in nine cases out of ten, create a curiosity in the mind of the factory head. Moreover, he *does* want to make more money. He will ask you to call.

Your call will, then, be devoted to selling him the idea of permitting you to conduct eye-tests of his employees. Those requiring glasses will be fitted by you. The great number of glasses you will thereby fit will enable you to allow reductions on the individual charges. Or, on recommendation of the head of the factory, it may prove valuable to permit the employees to pay off for their glasses so much per week.

Once your original letter is answered and your visit has resulted in an invitation to examine the eyes of the employees at the factory, it may prove worth your while to obtain a small, movable examining case, chart, etc. Such outlay is trivial in



proportion to the returns you will receive from the fitting of glasses.

This plan is elastic. It can be worked by practically the same letter, but along the following tangent: instead of asking for an interview, merely advise the head of the factory or mill that you will, at your office, where your facilities are modern, adequate, etc., be pleased to examine the eyes of his employees and to submit reports on each case. You may offer to do this work without charge; or you may make a small charge; or you may submit a price for the entire work. The details of the plan would necessarily differ in each case. I therefore omit setting forth these varieties of details. I do, however, set forth a few important and convincing paragraphs which may be used either in the original letter to the factory head or in your follow-up campaign to him, should you prefer to employ the latter plan:

Careful investigation of large groups of employees in industrial plants and commercial houses shows that fully 68% have defective eyes. This condition is prevalent among any group of workers. The fact that it can be almost entirely remedied makes its continuance inexcusable.

The management of certain companies have recognized their responsibility in this matter and have found, in addition to being of benefit to their employees, it actually pays the company to urge and assist in the correction of eye defects.

The cost of testing vision is so small and the methods are so simple that it behooves every managing director or executive to



give serious consideration to such an important matter.

A test should be made of the eyes of every one in the organization no matter what position is held or what kind of work is performed.

Records of eye defects prove of great value and importance in the adjusting and settling of compensation claims for injuries to the eye resulting from accidents while at work. Frequently a person is found to be practically blind in one eye without being aware of the defect. A person so afflicted if injured may claim compensation that is not justifiable.

#### THE ADVERTISING GRATUITY

On a card,—cheap stock,—print on the first side (the card is to be, when folded, approximately the size of a playing card), the following:



PERSONAL TELEPHONE  
DIRECTORY OF

---

Compliments of  
JONES OPTICAL CO.,  
100 A Street,  
Chicago, Ill.

On the center side, and across the entire inside length of the card, print as follows:

WHO	WHERE	PHONE
My (Optometrist or Optician)		
JONES OPTICAL CO.	100 A Street	Main 1020
My Tailor		
My Jeweler		
My Garage		
My Bank		

On the back cover, print either a one-year calendar and your message, or your message alone.

Have this job done on a quantity basis. It will prove inexpensive. You may cause these cards to be distributed from door to door; or you may hire a negro, rent for him a fancy uniform—such as some Dentists' downstairs representatives wear—and let him, standing in front of your door, distribute these "directories" to the passers-by.

Use one of the direct mail letters (a comprehensive number of such letters are set forth hereafter), and advise, in the case of a female prospect,—that you will be pleased to present her



with a little remembrance of your office. Write that you have a limited supply of useful specialties and are therefore calling upon your friends to accept the several hundred yet remaining.

A thimble, on which is stamped your name, can be procured for about \$35 per thousand. This is furnished with a card, in which the thimble is placed; the card is covered with your ad.

A variety of methods suggest themselves in connection with these thimbles. You may, due to their small cost, give a supply to each of your solicitors. The gratuity is a sure "door-opener." If your solicitor is really a *salesman*, the thimble, he will find, will render his efforts comparatively simple, and profitable.

Men may be solicited in a similar fashion. A cigarette package-holder of imitation leather, stamped with your name will be found to be a useful novelty.

The theory of "gratuities" which embraces anything, after all, from the "free examination," through the trivial "throw-outs" and to the very high grade and costly novelties, is based on many factors, of course; but we, for our own purposes, may safely say that it is based on our desire to educate our neighborhoods or our cities in the necessity of caring for the welfare of the eyes. For such a benevolent service we need have no fear that we are committing an "unethical" practice; that we desire to employ, perhaps, the medium of the free thimble or the free needle-card, is our own affair, especially since we recognize the axiom that many worth-while ends often require peculiar means.

The person who receives, even in this strongly insulated and completely saturated age, a useful gratuity, will always, when in doubt, remember the donor—the advertiser—to the exclusion of perhaps a more competent although non-adver-



tising Optometrist. You make the appropriate presentation speech yourself in many instances. The recipient of the gratuity will feel obligated, at least to the extent of favoring you in the event he is confronted with the problem of selecting one of two possible Optometrists for his own purposes or for the purpose of making recommendations.

#### INEXPENSIVE APPROACHES

Consult the Secretary of your lodge or Building and Loan Association. He will probably be glad to insert your small, neat message in the envelope containing his monthly bulletin to members. Or, at a meeting, request that you be permitted, from time to time, to insert certain material of educational nature in the envelopes containing monthly bulletins. Thus, a very inexpensive follow-up system may be used at a saving of considerable postage. (Follow-up letters, suitable for a variety of persons, are set forth at another place.)

Write to the Head Nurse of a neighborhood hospital. Offer a discount on all glasses you furnish to the nurses under her supervision, providing *her* name is mentioned. I am still looking to find the person, man or woman, who is entirely beyond the influence of flattery.

Write to the Headmasters of private schools, parochial schools, public schools, and preparatory schools. You may employ the method suggested in the previous paragraph, or you may go further and offer a commission (this must be done *most* diplomatically) or offer to present the addressee with a new pair of spectacles gratuitously.

Offer, in a delicate and gracious manner, to present to the addressee in the above cases, a leather, hand-tooled (or what



have you?) spectacle case without charge, as a token of appreciation for the indulgence accorded your letter.

#### MISCELLANEOUS METHODS

If you live in a small town where a weekly paper is issued, see the editor about running a small column on the care of the eyes. Or, write a special article, even a feature article for the paper. People are interested in the subject, once it is brought to their notice. Tell them how many times the lids open and close in a day. The number will be astonishingly great. Explain why it is that the modern age shows a greater number of defective eyes than, say, fifty years ago. Describe the methods of grinding a lens. Point out the historical development of spectacles. Write about the glass that Ben Franklin used to wear. How many people know that Franklin invented the bifocal? An Optometrist who has a facile pen may go beyond the mere writing of an occasional article for his local paper. With the recent popularization of all the more academic subjects, there is no reason why an Optometrist should not be able, if he can write, to sell quite a few articles to the national syndicates.

Have your local or favorite broadcasting station permit you ten minutes or so for delivering an address on the care of the eyes. This is always, when done in the right manner, an extremely powerful method for securing publicity. It is highly recommended.

#### HOW TO SECURE A BONAFIDE MAILING LIST OF EYE-GLASS WEARERS

This plan is absolutely the most original and the most inexpensive one I have ever used. It brought exactly what I



went after. It increased my circle of friends and succeeded in bringing me very valuable business. During its use, it permitted me a unique window display. Moreover, it was ethical. It can be used in any community, any city.

Place an ad in the neighborhood paper as follows :

---

School boys and girls can earn money,  
Saturday afternoons. Apply Star Optical  
Co.—any evening between 6 and 7.

---

Or, place in your window a little sign embodying the same thought.

When the boys and girls apply, explain that you will pay them one cent apiece for each card they bring in properly signed. Give each applicant 50 cards. They are as follows :

Dear Sir or Madam :

If you are an eye-glass wearer and will be good enough to sign your name in the space indicated below, this office will pay to the child offering you this card a certain sum of money. The child bringing in the greatest bonafide number of names and addresses will receive a prize.

We will thank you for this courtesy in our own behalf and in the behalf of the child for whom you are making it possible to earn a little money.

There will be no obligation whatever. We merely hope to send you from time to time valuable literature on matters pertaining to the care of the eyes.

Cordially yours,

.....



Date.....  
 Name .....  
 Address .....  
 Do you wear glasses?.....  
 Name brought in by.....  
 .....

These cards, then, are given to the children in the neighborhood to distribute and to bring back, signed. The mere solicitation by the child is enough to advertise your office. The originality of the scheme will appeal to the people approached. They will be glad to sign. It costs them nothing. The cards are perforated. They retain the letters.

You may work this method either on a contest basis, or on a plain payment method. You may limit each child to 200 names, if you wish, thus holding down the outlay. You now have a real mailing list. It has cost you only one cent per name. The effect produced, however, has made it worth much more. The letter follow-up will thereby become a vital factor in your solicitation. There will be no "dead-heads."

You may arrange with each child that the discovery of a single fictitious name will cause a forfeit of the entire amount due him. Make payment one week or two weeks after the names are brought in. A hundred varieties of this scheme may be used. I present the bare outlines.

CHAPTER THREE  
MISCELLANEOUS SUGGESTIONS

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## CHAPTER THREE

### MISCELLANEOUS SUGGESTIONS

#### AN EYE-SIGHT CONSERVATION WEEK

WHERE, in a small town, there are several Optometrists, they should once a year co-operate in putting over an Eye-sight Conservation Week. This should be done only with the view of educating the town along the line of eye-strain prevention, proper illumination, care of school-children's eyes, etc. The local newspaper, the movie-house, the factories and other public and semi-public institutions should help advertise. Literature should be generously distributed. The Rotary, Kiwanis, Lions, and other civic organizations should be approached and made instrumental in disseminating the literature of the campaign. Tie up, if possible, whenever a national Conservation Week occurs. To effectively put over an educational campaign such as this depends only on the resourcefulness of the individual persons behind it. The Eye-sight Conservation Council of America will, if given sufficient notice, assist and make your efforts hugely successful. The Council furnishes, at cost, booklets, leaflets, and other mediums for educating concerning the care of the eye; it furnishes speakers, lantern slides, and a host of other helpful matters in connection with any such campaign.

Every Optometrist owes it to himself to not only join the local, state and national Optometrical societies, but, it is his solemn professional duty to exert his best efforts in advancing



the varied interests of his profession by being active in the work of the societies, by disseminating, at every opportunity, information and counsel regarding the necessity of caring for the eyes, etc. Success in Optometry is not automatic; the profession is not self-compensating. The individual Optometrist must first definitely prove his right to claim its glorious usufructs.

#### PROFITABLE SIDE-LINES

Many Optometrists, whose time will permit, may create and sell various advertising services to other Optometrists. The Author, for example, decided over ten years ago to collect data for this book and to sell it to the profession some day. In a similar way, Optometrists whose experiences have taught them methods, plans, ways or any other things of transmittable character, may make charge for services in connection with imparting information. Retain your newspaper ads, cuts; or your leaflets, circulars, or certain other material that you believe will be of real value to beginners, or even to the older brethren. If it is worth-while you will find a responsive and lucrative market.

#### HOW TO FIND MARKETS

There are over 25,000 Optical offices in the United States. These represent your market. The selling of clever newspaper cuts, Optical novelties or the rendering of an advisory service in the matter of advertising will serve to increase the income of any progressive Optical Office.

Advertising a product in the Optical trade journals is not very expensive. These journals have wide circulation. Should you desire, however, to secure the names of all the Optometrists



and Opticians in the United States, I recommend the Blue Book, a directory published for the profession by the Professional Press, Chicago, Illinois. There are a few national mailing-list concerns who can furnish you with the names of all the Optometrists, the Opticians, Optical wholesalers, jobbers, etc., at a comparatively small cost.

#### AN UNUSUAL ADVERTISING "STUNT"

As a "stunt" here is something that succeeded splendidly. It grew out of a cleverly written letter.

The candidate for mayor in a large Eastern city, a very popular man, wore glasses. All his pictures that appeared in the newspapers, however, showed very plainly that his glasses were sadly in need of adjustment.

An Optometrist wrote him a personal letter after he had been elected, congratulating him on his election and facetiously pointing out that His Honor's glasses made him look comical. The Optometrist suggested that the Mayor permit him the privilege of remedying the situation, thereby enlarging the far-famed vision of the city's Chief Magistrate.

His Honor called the Optometrist on the phone, made an appointment to see him at his office, and when he arrived, was met by a battery of newspaper photographers.

The whole ceremony went off fine. Later the Mayor had several pairs of glasses made at this Optometrist's offices, and even presented him, on request, with a picture of himself wearing the spectacles.

The Optometrist had an enlargement made of the "old" picture to the size of the new picture he had received from His Honor.

He used the old "before and after" line; but it went over big!



## PRINTED NOVELTIES

During the cross-word puzzle craze, one Optometrist sent out a monthly blotter containing both educational and self-advertising copy. One corner contained a cross-word puzzle. Considerable publicity was thus obtained and the result was profitable. In this connection the Optometrist should observe carefully the advent of new fads which will lend themselves to exploitation. At present, Ladder-grams, Steps, and other intelligence-puzzle fads are all the vogue. They are fraught with possibilities along the line of advertising. Each item sent out should, in addition to the advertisement, contain an educational message.

## "SELECT" AUDIENCES

An Optometrist whose office was located in a rather fashionable section, prepared a highly dignified and very formal announcement of a lecture that was to be delivered to a "select" number of his patients by Dr. —, of Chicago. The subject of the lecture was to be "Styles in Spectacles." The lecture was well attended. Refreshments were served. And the evening resulted in many sales. Our Optometrist merely decided to capitalize his Chicago friend's visit.

## CREATING INTEREST IN STRABISMUS

With the current interest in the correction of cross-eyes, it would seem that it should be easy for the progressive Optometrist to suggest to the afflicted ones in his neighborhood his facilities for rendering assistance in this direction. While it might prove rather difficult to secure the names of cross-eyed



people, through the employment of confidential agents and through reference to confidential sources, such names can be secured. Thereupon, a tactfully worded announcement should be mailed, calling the attention of and inviting the addressee to a lecture to be delivered by you on modern methods of correcting Strabismus. Persons afflicted with cross-eyes will respond. Thereupon the Optometrist must sell his personality and employ his salesmanship.

#### INCREASING REPAIR WORK

One energetic Optometrist recently figured out a pretty effective and profitable method of increasing his income. Whenever he sold a pair of glasses, he offered his patient an "Insurance Policy" for \$2.00 per year. Once the glasses were ready, adjusted and satisfactory, the patient was in a somewhat receptive frame of mind toward a suggestion along the line of a "Policy." The "Policy" was, in a fashion, a rather faithful reproduction of a real insurance policy, but much smaller, and contained only the terms of the contract for replacing broken parts or lenses. The law of averages worked out very favorably for the Optometrist on such a basis. Thus, four hundred such policies were sold in one year. The returns for replacements were relatively negligible. Renewal notices were sent at the end of one year. Many "Policies" were renewed.

#### PROFITING THROUGH CIVIC INTEREST

During Health Week in his town, an Optometrist devised a plan for obtaining free publicity through co-operating with the local organizations. He had several hundred paper boxes



made in the shape of miniature coffins, appropriately labelled. He then advertised that to each school boy or girl bringing back to him such "coffin" filled with dead flies, he would give a school companion. He dressed his window accordingly. His plan was a great success and his ingenuity was commended as was his civic interest.

#### CONTESTS

Contests are always valuable, if cleverly arranged. The old contest to "guess the number of beans in this pot" may be supplanted with one calling on the passer-by to guess the number of lenses contained in a jar (a globular glass aquarium will suit the case admirably).

#### WINDOW DISPLAYS

There are hundreds of window display novelties, of all degrees of dignity, and pretty reasonable in price, which may be placed in windows to attract the attention of the passer-by.

Maintaining a relatively empty window, save for a table and a few pairs of spectacles, signs and candle-sticks, etc., has of late, become popular. This type of display is recommended only in case where the nature of the neighborhood warrants. In the neighborhood where it becomes necessary to drive home the significance of Optometry, other display methods must be used.

To clutter up the window with signs, glasses, novelties, and other unrelated articles is detrimental. The Optometrist should, instead, figure out his plans in advance. A single large card neatly executed and containing an irresistible appeal, will do more good than twenty indistinct hand-made notices. Sur-



round such card with an appropriate and timely article, such as a book, a sewing basket, a pair of auto-goggles, a set of Optometry text-books, depending on the nature of the message contained on the card. One or two spectacle frames and cases will suffice to complete the picture.

The writer was once a subscriber to a very satisfactory window card service. He received a series of fair-sized window cards on which were printed pertinent, timely and instructive messages. These he changed every few days. The service included a large frame which was rented.

Lately, there has been placed on the market a moving picture projection device. This enables an Optometrist to graphically explain a thousand and one different reasons why the eyes should be taken care of. Scenes of factory interiors, schools, automobiles, etc., cleverly captioned, will do much more than any number of still, lifeless signs, regardless of their inexorable logic.

#### FLAGS AND BANNERS

Should the Optometrist be unable to afford an expensive outside sign, he should consider the advisability of using a flag. This flag, true enough, has come into vogue only recently for general use, but is becoming decidedly popular. Of one color, hanging from the second floor, it contains, in contrasting color, the name and slogan of the Optometrist. It is said to last for over a year. It costs between twenty-five and fifty dollars, depending on the amount of "copy" used.

#### NEWSPAPER ADVERTISING

The prices charged by newspapers for advertising indicates clearly how valuable this type of advertising is regarded gen-

**Carl F. Shepard Memorial Library**  
**Illinois College of Optometry**  
**3241 S. Michigan Ave.**  
**Chicago, Ill. 60616** 34



erally. If there were no demand, the newspapers would not charge so much. The demand proves at once why we are safe in asserting that no medium of advertising ever devised is as important as the newspaper. Its circulation explains its usefulness to the advertiser.

But how valuable is the newspaper to an Optometrist as an advertising medium? Many Optometrists have yearly contracts for advertising space in newspapers and will tell you how valuable is the display ad, while others will restrict their enthusiasm to merely the classified sections. Most of the advertisements appearing contain the "As low as \$2.00" feature which, of course, we heartily denounce. The classified advertisements consisting merely of "cards," stating that the Optometrist adjusts glasses free, are quite common. The beginner, however, will soon learn that the newspapers are very expensive; he will find, too, that it is almost impossible to check up on returns, if any. In the larger cities where the Optometrist or Optician caters only to a neighborhood or community, he generally discovers that even he himself is often unable to locate his ad among the many pages of advertisements of all kinds. For such Optometrist, advertising in newspapers is most frequently a waste of money. In the community or neighborhood paper, such advertising is recommended. Newspaper advertising at best requires persistence.

#### VARIOUS ADVERTISING MEDIUMS

Year-books, programs, and such lesser mediums are matters for personal view-point. Ordinarily the calendar, the blotter and such novelties are not, unless used in connection with a major, predominating general idea, largely valuable. Even



when they are used, they must exhibit a compatibility with the dignity of the advertiser.

#### SUGGESTED "COPY" FOR SMALL ADS

Where the Optometrist desires to advertise in the newspapers but wishes to economize as much as possible on space, he should consider employing a small ad of the following type. The Author used a series of these ads (120 in all) in a newspaper while engaging in practice in a town whose population was about 75,000. They proved valuable. He received quite a number of compliments on their originality from both professional and lay readers.

#### WARNING

When eye-strain comes, heed the warning.  
Have your eyes examined.

#### FREE

We adjust your glasses without charge.  
It is part of our service.

#### FOUND

Hundreds of our patients have found our service to be prompt, accurate and reasonable in cost.

#### LOST

The man whose vision is poor has lost and is losing the use of one of his most valuable and sensitive organs.



## 50 WAYS

\$100 FINE

That he couldn't see the child was no excuse. The motorist paid \$100 fine and was in jail for ten days.

Poor eye-sight is no defense.

## LAWYERS

Lawyers use their eyes continually. We have made glasses for hundreds of them. Our light weight shell frames are ideally suited to them.

Use captions such as TODAY, PARADE, WANTED, OPPORTUNITY, etc.,—(single words) and write short copy appropriate for the heading. These words are eye-catchers and will prove very serviceable and ethical in your educational and personal advertising.

## GENERAL ADVERTISING SUGGESTIONS

Stickers—gummed—containing a variety of these sayings should prove valuable. They may be had in all colors at small cost.

Large genuine oil painted canvases of distinguished persons who wear glasses have been used quite largely. Imitations of real oil painting are procurable and often are as good looking as the genuine and expensive article. Appropriate messages are placed underneath.

There are several national concerns who will furnish Optometrists with leaflets already prepared. These leaflets contain instructive information relative to the eyes and their care. They may be obtained with the imprint of the Optometrist.



Lens cleaners and cloth wipers, too, may be used for a variety of business exploitation purposes.

It may be wise to insert a cheap ad in the Sunday newspaper—classified—offering free eye-glass wipers, or free leaflets on the Care of the Glasses to all eye-glass wearers. This generally produces a great number of inquiries.

#### BOOKKEEPING SYSTEMS AND THE PRESERVATION OF RECORDS

Many experienced Optometrists have often confessed to me, and complained at Optometrical gatherings, that there does not seem to be extant and procurable a concise and simple system whereby complete details of every examination, prescription, job and other important particulars, may be preserved for future reference. The several methods heretofore propounded in general bookkeeping text-books represented the labors of an accountant who knew little or nothing of the Optometrist's requirements, or consisted of the work of an old-fashioned Optometrist and was so cumbersome and involved as to reduce the system to nothing more than a requirement for a complete essay about each patient. In addition to this, a vigilant national exchequer imposes on every Optometrist the solemn duty of being able to produce books, readable, understandable, for perhaps, later inspection; wherefore, it behooves every Optometrist to have, for his own use, a concise, simple system as well as to have for the purposes of joint perusal by himself and his Government, an adequate financial record of his professional activities.

The Author has over a period of about eighteen years employed many systems. Some were very satisfactory in certain particulars but utterly unsatisfactory in others. Most of the systems were either too much abbreviated or else too much in-



1928—JANUARY—1928

50

Date	Job No.	R. No.	Where Made	Name and Address	Nature of Job	Charge	Cost	Profit	Remarks
2	1	1	Amer. Opt. Co.	John Doe 100 Broad St.	Toric-Kryp. Zyl. Frame	20 00	5 50	14 50	
	2		Bohling-Gibbs	Sue Roe 99 Main St.	Zyl. Temple	1 00	40	60	
	3	2	Riggs Opt. Co.	David Moe 66 Pine St.	Toric W. G. F.	15 00	4 70	10 30	
	4		Our Stock	Jane Poe 222 Fifth Ave.	R. Temple W. G. F.	1 00	30	70	
	5	3	White-Haines	Sam Loe Ogden Terrace	Toric-Kryp. W. G. F.	25 00	7 80	17 20	
	6	4	New Era	Phil Zoe County Hospital	Flats Zyl. Frame	10 00	3 00	7 00	
						72 00	21 70	50 30	
									Total for January 50.30

50 WAYS



volved. From out of the whole mass of literature on the subject the Author finally succeeded in evolving a system which he believes is as simple and yet as comprehensive as any he has ever seen, and, because he has employed it for years without being able to find a flaw in it or to figure out any better one, he herewith presents it to the profession as a specimen of what he considers about as perfect a system as has yet been devised.

The specimen page herewith set forth contains columns which call for complete information not only about the patient, his prescription, etc., but also about the charge, cost and profit.

In connection with such a system, a plain card, 4" x 6", should be employed to record at once the findings of the eye-examination. Standard examination cards are procurable for this purpose. After the examination has been concluded, the prescription should be typewritten on another card colored, from the data contained on the original examination card. From the jobbook should be taken the job and its numbers and written in on both the cards. Thus a complete copy of each prescription is available at once in the event that the other should be lost or mislaid. The color of the card should be changed annually in order that a mere glance at the cards will tell the Optometrist what year the eyes were examined. This will also assist in the follow-up and re-examination letters.

Stickers, containing your imprint and a blank space, should be placed on the inside of every spectacle case furnished a patient for whom you have made glasses. In the blank space of the sticker, write in number of prescription. Thus, should a patient whose name you have forgotten come in for a repair job, considerable embarrassment may be immediately obviated by consulting the sticker in the spectacle case and finding the corresponding number in your own book. Moreover, you are



thus enabled to tell the whole history of the patient's case, what you charged, what was your profit, etc.

In connection with the jobbook, it is recommended that you keep a daily expense book in which to make entries for money paid out for miscellaneous expenses, such as light, heat, telephone, stationery, salaries, etc.

In the condensed compass of the mediums mentioned, it is possible to very easily keep full and complete records of every single transaction and to have even the minutest information concerning each and every piece of work coming under your attention. In addition, you may through this system be constantly familiar with the financial aspect of your business. By deducting the miscellaneous expenses—as contained in a book for that purpose—from the gross income—as contained on your jobbook, it becomes a simple matter to ascertain at once your net profit for any given period of time.

#### NOVELTIES FOR ADVERTISING PURPOSES

From time to time the Optometrist receives through the mail numerous solicitations for business from concerns specializing in the manufacture of articles which, he is told, are suitable for him to use in connection with his advertising. The articles include printed material,—even his “own monthly magazine”—leather, celluloid, glass and metal novelties, thermometers, needles, thimbles, etc., etc.

The “personal magazine,” where the Optometrist has been long established and has secured a following among the intelligent class, will prove of the greatest value. While it is not so much a direct business getter, it does, nevertheless, bring your educational message and keeps your name before the attention of the reader. The entire burden of the Author's argument is fundamentally, that it is only through educational



advertising that real business will follow. Brow-beating and high-pressure methods will never amount to anything substantial. It is, rather, when a universal eye-consciousness has been instilled in both the child and the adult that the patient will begin to seek the Optometrist instead of the reverse—the condition as it is today.

The other novelties are worth only as much as novelties generally are worth. All advertising, if persistently prosecuted and maintained for a length of time, is valuable. But the answer to the question of whether the Optometrist can obtain a greater return on his money from the novelty or from, instead, the investing with other Optometrists in a sensibly planned educational campaign, is perhaps too obvious to the truly progressive Optometrist to require extended comment.

#### INVENTING BUSINESS

While the Author deplores the conditions which inspire its use, he feels, nevertheless, that it may be of interest to Optometrists to learn of a method that has often been employed in various professions, and in many variations, for accelerating business.

The house-wives, congregating at the corner grocery store or meat market for the purpose of making their purchases and exchanging views on the raising of children, the price of potatoes, the weather and other general subjects, are surprised to discover one of their number wearing a bandage around her wrist—or exhibiting one of any number of the symbols of the "Healing Art." A little inquiry promptly elicits the information that the wearer of the bandage has suffered a dislocation of the wrist—or any other casualty. The subject thus being opened the erstwhile injured lady proceeds to go into ecstatic raptures regarding the professional skill of Dr.—, who was



the Physician attending her. The Doctor referred to, it happens, has just opened his office, but the solicitous ladies are not so informed. And the truth of the whole business, to continue our disclosures *sub rosa*, is that the young Physician's office is piteously devoid of patrons. Still quaintly redolent of new varnish, the office waits. But the young disciple of Hippocrates has already made an investment. He has presented Mrs. (the injured enthusiast) with a slight pecuniary gratuity and has imparted to her a few words of instruction. Being slightly familiar with the curious psychology of a corner grocery store or meat market and of the women who patronize it, our young Surgeon has made his investment wisely.

Behold, the door-bell rings! In comes Mrs. Jones with little Willie Jones. A bad cough. Mrs. Jones trades at the corner grocery store.

And thus does our young friend, having committed undoubtedly a most grievous violation of ethics, begin his ascent toward a professional career. Thus doth Diogenes, never even pausing before our young Doctor's door, proceed anxiously down the street.

#### TESTIMONIAL LETTERS AND ENDORSEMENTS

Testimonial letters and the endorsements of a product by celebrities have always constituted one of the most effective methods of advertising. The person of an inquiring inclination or even of a skeptical attitude will have little trouble in comprehending how atrociously incompatible are some of the endorsers with the articles they so strenuously recommend. It strikes one as a joke to be requested to believe that Miss Actress retains her girlish figure by reason of her daily use of the Roll-off Reducing Machine, or that Senator Bilious, a two-hundred pounder, should execute a soft-shoe dance about the



qualities of a certain make wrist-watch, or that a famous dancer, from sheer gratitude, will gratuitously furnish the makers of a corn cure with a letter replete with flattering adjectives, and her picture.

But it is beyond the slightest doubt true that Ben Franklin, Woodrow Wilson and Thomas Paine wore glasses. And it is equally true that practically every famous author, composer, artist, politician and celebrity of national fame, wears glasses.

The President of your local bank, your barber, your druggist, your Mayor,—do they wear glasses? Would it be so difficult for you or your local Society to obtain letters from such glass-wearers, stating how valuable their glasses are to them? And couldn't a pretty convincing local advertising campaign be conducted with such a predominating *motif*?

Such a campaign would require no suspicious endorsements or flowery tributes. The letters could consist merely of a few paragraphs about the importance of caring for the eyes. Being a quasi-civic subject, the element of business need not enter into the letters at all. Surrounding copy can be arranged to suit the individual case.

#### HOLIDAY WINDOW DISPLAYS

The use of clay or bronze busts of Lincoln, Washington, Shakespeare, and other immortals will always tend to impart a dignity to your windows.

A facsimile of the Declaration of Independence, a bust of Washington, an American Flag and an exhibit of colonial-style spectacles will never fail in attracting crowds to your windows.

For Lincoln's Birthday, a bronze or imitation-bronze tablet containing, in relief, the Gettysburg Address, is procurable. An attractive display can be arranged by using an appropriate



window sign, portrait, beaver hat, a book on Lincoln and an old spectacle case showing a pair of old-fashioned glasses.

The spirit of the Fourth of July, Christmas and the other holidays should be reflected in your window displays. Remember that a gaudy display is not what you seek. Rather you want a quiet, dignified, window trim, one that will cause the passers-by to be attracted by the tastefulness of the treatment and by the message contained on the sign.

Of late there have appeared a large variety of illuminated window signs. One consists of a revolving drum, propelled by the heat of the bulb within it. On the drum, only a part of which is seen at one time, is written an Optometrical saying or message. Thus, on looking at the visible part of the drum, as it revolves slowly from right to left, the whole message is brought out. The same light used to illuminate the drum is used to light up a permanent transparent glass sign on which appears another message. The price of this sign is about \$12.00 and is really as economical as any in operation. Moreover, it is durable, not cumbersome, and inexpensive.

#### 100 SAYINGS, SLOGANS, SIGNS AND PERTINENT PARAGRAPHS FOR THE OPTOMETRIST

1.

##### "OUR CREED"

*We believe that the Science of Optometry is the Twentieth Century method of correcting visual defects; that it fulfills a distinct need in the general scheme of life and that it is governed by a rigid code of ethics.*

*We believe that all defects of vision, except the pathological, are susceptible of correction through the medium of proper lenses.*

*We do not believe that drops, drugs or other*



poisons should be introduced into the eye for any reason whatsoever.

We believe that our desire to serve and our ability to do so, entitles us to charge compatibly with the quality of our Services.

We do not believe in cheap glasses, for we regard human eye-sight too valuable a possession to trifle with.

We believe in frankly advising patients when we find that they do not require glasses; when we find pathological conditions present, we believe in referring such patients to Oculists, Medical Eye-Disease Experts.

We believe that we are selling only Service—not merchandise.

## 2. "OUR PROMISE"

*We promise to every patient—*

To render the maximum of Optometrical service.

To inform him if glasses will improve his vision; if not, to so advise him.

To frankly notify him if he has a pathological case, and to thereupon recommend that he visit an Oculist.

To use no drops, drugs or other poisons in his eyes.

To devote to every case coming under our care the highest degree of personal attention.

3. *The one-armed automobile driver* ought to have his eyes—and his head—examined. We examine eyes.

4. *Your eyes* have pulled you out of many a jam. Are you doing the right thing by them?

5. *Whenever you think* of Good Eye-sight, think of us. We are Eye-sight Authorities.

Digitized by Illinois College of Optometry Library



6. *Free advice* is worth all that it costs. Cheap glasses, too, are worth only what they cost.
7. *You can drive a horse to water*, but a blind man must be led. Let us examine your eyes today.
8. *It is difficult* to perceive the good things of life through a glass eye. Let us examine your eyes today.
9. *An extra pair of glasses* will prove mighty important if you happen to break your present pair.
10. "*Didn't see you*," was his excuse. Naturally, she never suspected that his eye-sight was *so* defective. And they had been old friends, too—. But she married another man.
11. *The man* who would wear cheap glasses certainly doesn't think much of his eyes.
12. "*Love at first sight*"—and she continues to love him. Her eyes were in good condition from the start.
13. *A workman* should not blame his tools until he is sure his eyes are not at fault.
14. *Advice to married men*: Never argue with your mother-in-law just before dinner or just after she's broken her glasses. If you really want to get on her right side, we recommend that you stop in to see us. We've a very practical suggestion to make to you.
15. *Don't experiment* with your eyes. They are too precious. You can't win. Better see an Optometrist. Let us examine your eyes today.
16. *To meet the emergency* before it meets you—an extra pair of glasses.
17. *Our sense of sight* is the primary contributing agent for approximately 70 per cent of our muscular activities. Generally, it is our response or failure to respond to visual impression that determines whether safety or injury results.

Everyone should know the condition of his eyes and as a starting point in their care, should have them



put in as normal a condition as is possible with the present knowledge of the science of Optometry.

18. *One-fourth* of the 24,000,000 school children of America are handicapped by poor vision. This defect means reduced acuity of vision, serious interference with school work and impairment of general health. Do you know the condition of the eyes of your child?
19. *Perhaps the child* that the teacher has called lazy or stupid may be one that is suffering from eye-strain.
20. *Stylish and Attractive*—Engraved spectacle frames.
21. *It is not so much selling lenses* and spectacles that holds our patients and brings us new ones; it is the high grade Service we render in connection with both the examination of the eyes as well as with the fitting of glasses.
22. *Our highly organized modern life* imposes severe requirements upon our eyes and the tendency is to demand more and more of this delicate organ. The rapid development of artificial illumination in recent years, the marked increase in educational standards, the wealth of literature which is now easily and inexpensively accessible to all, the refinements of our modern industrial and commercial systems are contributing factors in our complicated economic and social fabric which make increasing demands upon our eyes. Under such exacting conditions we must learn how to use our eyes and how not to misuse or abuse them.  
An Optometrist will advise you how to care for your eyes.
23. *A large majority* of the human race have defective vision, most of which is remediable. The lighting of most of our homes, our schools, our industries and our public buildings may rightly be considered a travesty. The lack of proper protection against the

child  
child



eye hazards which exist in industry causes much of the tragedy of blindness.

A Registered Optometrist should be consulted at the first sign of eye-trouble.

24. *More than \$6,000,000* in compensation was awarded in one state alone for 4,689 lost eyes, being almost half the total amount awarded for all classes of permanent injuries during a period of eight years.

If you value your own eyes, give them the care they require. Let us examine your eyes today.

25. *Much of our education* is gained through storing up knowledge by means of sight, and the major portion of knowledge acquired by school children is transmitted through the eye. If the eyes are defective, the child will be seriously handicapped in its acquirement of knowledge and in its development of memory, "for memory is almost entirely a gallery of stored photographs made by the eye."

We are specially equipped to examine children's eyes.

26. *To all* the value of sight is pre-eminent—it is the most cherished of the five senses—it is the most used and, thoughtlessly and through ignorance, the most abused.

A greater appreciation of sight is not necessary but a greater appreciation of the importance of eye care is. A large majority of the human race have defective vision most of which is remediable. A lack of knowledge of the prevalence of this condition and a lack of proper eye care is, in a large measure, responsible for much suffering and inefficiency.

Consult us today about your eyes.

27. *Eyes are precious.* Millions of dollars are being annually paid out for lost eyes. What would you take for your eyes? Isn't it wise to have your eyesight in good condition? Let us examine your eyes today.



28. *Wrinkles are often* the direct result of strained eye muscles. A pair of glasses may be just the thing for removing the strain.
29. *Beauty is*, after all, nothing more than a matter of health and care. Wrinkles are generally a matter of neglecting the eyes. Let us help you relieve the strain on your eye muscles with the proper glasses. And watch the wrinkles disappear.
30. *The world* may owe you a living; but are you paying your eyes the attention they require?
31. "*Many a child is a contradiction* of brightness and stupidity due to a physical handicap of defective vision which, in the majority of instances, is easily remedied." *child*
32. *People who have but slight visual defects* are the ones who invariably suffer from headaches and the various nervous disturbances caused by eye-strain, because the eye muscles can exert enough effort to overcome the small errors, but this continued strain is bound to produce some eye-strain symptoms. Therefore, it is advisable for all who have these symptoms to consult a competent Optometrist, even though their sight appears to be normal on the vision charts.
33. *Since there are several thousand varying degrees of defects* that may be corrected, there are also as many different views of the same object when seen by defective eyes. A child with a marked error of vision will see letters and objects distorted and blurred—even his parents' faces will appear distorted.
34. *There is a great responsibility* resting upon those in charge of children to see that their eyes are cared for. *Child*
35. *It is the height of folly* to neglect one's own sight.
36. *Thorough examination* by a competent Optometrist will permit one to know positively whether or not eyes are free from strain.



37. Some people have been advocating of late, that perfect eyes may be obtained by a system of exercise—that the eyes need more work.

Does the doctor tell the postman to take a walk every day for his health, or does he suggest to the blacksmith that his right arm needs exercising for what ails it?

The trouble with our eyes today is too much work.

38. *Drowsiness*, smarting eyes are Nature's danger signals that something is wrong with your best friend—your eye-sight.

39. *The eyes of not a single* school child in the United States should be neglected. No child's eyes should be subjected to the demands of school work unless it has been previously established that this delicate organ is in fit condition to withstand the strain.

We specialize in the examination of children's eyes.

40. *Authorities everywhere* have pointed out how vitally necessary it is to have children's eyes examined before and during school life. They have explained further how easily the delicate organ of sight may be permanently injured by overstraining during the time when the eyeball is undergoing changes in accordance with the growth of the child's body. One specialist declares that only one out of every ten children have perfect eyes at school age. Yet how pathetically few communities have made provision for competent eye examinations in order to remove the handicap of poor sight.

We specialize in the examination of children's eyes.

41. *Defective vision* gives rise to suffering and inefficiency in the business world and in school life. It pays to have your eyes examined periodically by a competent Optometrist.



42. *Unquestionably* modern life subjects the human eye to usage that was not the case a generation ago, and the tendency is to demand more and more of this particular organ. In view of existing conditions it is well that special thought and consideration be given on the part of the individual to his own eyes and the eyes of those who are dependent upon him or who are associated with him, either in the home, in the schools or in our industrial life.

Consult us today about your eye needs.

43. *Unfortunately* many of us, in fact more than 60 per cent., have physical defects of vision. By this is meant that the eye itself is defective to an extent that causes vision to be less than normal, or that the individual only has good vision through the extra exertion which causes eye-strain. When such a condition exists and the individual calls upon the eyes to do close work the increased burden is very liable to result in a protest which appears in the form of eye ache, headache and numerous other manifestations, some of which may have no apparent connection with the eye.

*Everyone* should know the condition of his eyes, and as a starting point in his care of them put them in as normal a condition as is possible with the present knowledge of the science of Optometry.

44. *Recent surveys* among children in the schools and among the workers in the factories of several large cities have revealed alarming conditions of vision. These results, combined with the results obtained in previous years through less elaborate investigation, indicate that one out of every ten persons over 21 years of age have imperfect sight. At 31 the proportion is larger. Above 40 it is almost impossible to find a man or woman with perfect sight.

Let us examine your eyes today.

45. *Human efficiency* is more dependent upon good eye-sight than any other sense. Nature allots the



human machine a certain portion of nerve energy. Defective eyes demand extra nerve energy and must, of necessity, lessen the normal nerve supply. Waste of nervous energy directly diminishes human efficiency.

Let us examine your eyes today.

46. *Poor vision* not only seriously interferes with school work but also impairs general health. It does far worse things, for experts quote from the records of the Boston Juvenile Court to prove other drawbacks which a defective vision imposes upon the young—in fact, that “bad eyes make bad boys.” There is remedial treatment for this general condition, and it should be applied. There should be a special examination of the eyes of every boy and girl, a regular weekly clinic, made as complete as it is possible to make such a physical inquiry.

We are specialists in examining children's eyes.

47. “*He didn't see it*”—and he was so badly injured that he lost the sight of an eye.

Bad eye-sight causes many accidents. Defective vision is a menace to you and the people with whom you work. Take care of your eyes.

48. “*Discharged*”—because he made too many blunders. Defective eye-sight is the cause of many mistakes. Take care of your eyes.

49. “*He looks dopey*”—they said. He lost the order. He used to be a fine salesman before he let his eyes get the best of him. Let us examine your eyes today.

50. *Many cases* of cross-eyes among children can be straightened if the proper lenses are worn. If this condition is neglected the child will lose vision in the eye that turns inward, and once the vision is lost under such conditions it can never be regained. Correct such defective vision at an early age and the eyes will become straight as long as suitable lenses are worn. Let us help you. Consult us today.



51. *Seeing double* may result from one of two causes: Bad liquor and Bad eye-sight. The remedy: Quit the bad liquor and let us give you proper glasses.
52. *He always* saw the dark side of things and he looked it too. Couldn't see a joke and he never smiled. . . . Don't be a grouch—be sure your eyes are right and life will be brighter.
53. *Don't blame* the cross-eyed boy. It's not his fault. Blame his parents. It isn't his fault that they neglected his eye-sight.
54. *Avoid fine print*, blurred letters and shiny paper. Do not save light at the expense of the eyes. Do not judge illumination by the brightness of the lamp. Dim light and glaring light make the eyes tired and weak. Use light that is agreeable to the eye. Do not read or work facing a very bright light. Do not subject the eyes to an unshaded brilliant light source. Do not bring your eyes to your work; bring the work to your eyes. The proper reading distance is twelve to fifteen inches from the eyes. Avoid cheap glasses. Their imperfections may be worse than no glasses at all. Avoid reading on moving trains. Do not let cross-eye go neglected; it may lead to blindness of one eye. But of greatest importance—have your eyes examined periodically by a competent Optometrist.
55. *Never leave* a "stone unturned" until you have discovered the cure for your child's backwardness. Very often it is defective vision. Whether brilliant or backward, an eye examination by a competent Optometrist will bring you satisfaction worth many times the price of an examination.
56. *There are* many misfit persons in the world today who in their childhood days were called "lazy."



Negligent parents were responsible in most cases. They couldn't "see the necessity" for having their children's eyes examined.

57. *Being "able to see"* is no reason to delay having your eyes examined. Better find out how well you can see. An examination costs little. It requires only a few minutes.

58. *Every child* is entitled to a fair start. Is your child starting life fair or handicapped—or can't you say? If you don't know, we suggest that you cease ignoring your child's welfare and have his eyes examined today.

59. *Children* do not "grow out" of defective eye-sight. The sensible time to stop eye-strain is before it amounts to anything.

60. *A complete eye-examination* by a competent Optometrist requires only a few minutes, is interesting, and as no drops, drugs, or other unnecessary liquids are introduced into the eye, causes absolutely no unpleasant after-effects.

61. *Don't wait* until the School Examiner sends your child home on account of poor eye-sight. Consider your child now. Have his eyes examined today and be on the safe side.

62. *Instructions on the care of your glasses:* Every morning rinse your glasses in luke-warm water, using a soft brush or cloth, plenty of soap and a few drops of ammonia. Wipe on soft cloth or tissue paper. Hold the glasses by the lenses you are wiping—never hold them by the other lens or the center of the frame (the bridge).

Every two months have us see that your glasses are properly adjusted and properly tightened.

63. *Three people* out of every ten in America are wearing glasses today and it is said that seven out



of every ten should be wearing them. This almost universal need for glasses in modern civilized life is due largely to the constant use of the eyes at close range, and almost constant exposure to glare from sidewalks, streets or buildings, or from high-power electric lights.

Have your eyes examined today.

#### 64. DON'T TAKE CHANCES WITH YOUR GLASSES!

When you had your eyes examined you took care to consult an expert.

The greatest care was used in writing your prescription and in adjusting your glasses.

Yet glasses that have fitted perfectly may be made almost useless by improper or careless repairing.

Only an expert can be expected to do that work properly.

Be safe.

When your glasses need repairing or adjusting or lenses must be replaced you will be insured the same service you received when they were first fitted, by entrusting them to your Optometrist, who will see that you get them back *right*.

65. *Modern life demands modern equipment and it is the constant use of the eyes for close work that has made scientific glass-fitting a great basic, human need.*

To supply this almost universal need there has come into existence a great army of refractionists who are known as Optometrists and who devote their lives to the conservation of vision.

Have your eyes examined today.

66. *There are 25,000,000 young people in schools of America today and we have found by actual survey that 5,000,000 of them have eyes which are completely out of focus that it is interfering with their progress in school and robbing them of their opportunity for preparation for life.*

*Child*



We specialize in the examination of children's eyes.

67. *Millions* of young people quit school early because of some physical handicap; millions of others are retarded in their school work, finally graduating with indifferent grades, illy equipped for the battle of life. These two types become recruits in the great army of misfits—square pegs in round holes, the cause of much of this world's misery.

We specialize in correcting visual defects of children without the use of "drops" or drugs.

68. *Eye-strain* is often responsible for the persistent headache, nausea, vertigo, indigestion and a long list of other "reflex" disturbances so often found in school children. The chief factors in promoting eye-strain in school children are improper desks, faulty positions in writing, bad light, and print which is either too small for the children's eyes or is indistinct. Statistics made by a number of investigators show that the percentage of eye defects increases with each year of the pupil's life. There are few conditions which impede the progress of a child at school to such an extent as eye-strain. When once established there is only one remedy for errors of refraction, and that is properly fitted lenses. They save the child wasted nervous energy and physical ills. (D. T. Atkinson, *The Eyes of the School Child*. *Practical Medicine and Surgery*. 34:227, January, 1921).

69. *In referring* to defective eye conditions, Charles L. Brown, President-Judge of the Municipal Court of Philadelphia, states: "The children that have these conditions cannot study with ease. Therefore, as soon as they go to school the condition often manifests itself in sleepiness during class, headache, etc. This very readily leads to delinquency or other difficulties that bring the child to us in court. When



proper correction is given and the child is placed in the proper surroundings either in its own home or in another or in the country the delinquency clears up.

"I know that judges and social workers all over the country can cite hundreds of cases where delinquency and anti-social conduct depends not on some wicked perversity of the child but on such a simple thing as vision which needed correction."

70. In *Young's Concordance* to the Bible is shown the number of times the following words appear in the Bible: Blind—84, Blindness—7, Eye—587, Eyesight—2, Sight—308, Vision—100.

71. *Poor vision* may be made good at a very nominal cost and will increase individual efficiency enormously. Good lighting costs no more to install than poor lighting and costs less to maintain. Poor lighting can be made good lighting at less than 1 per cent of the payroll and will increase the production 6 to 12 per cent., reduce spoilage of product 15 to 25 per cent., and lessen accidents 20 to 30 per cent. (H. F. J. Porter, *Reduction of Accidents through Visual Acuity*. *Safety Engineering* 40:195, 1920.)

72. In "*The Autobiography of Theodore Roosevelt*" there is this account of his discovery that he had defective vision and how his first pair of spectacles "literally opened an entirely new world" to him.

"It was this summer that I got my first gun, and it puzzled me to find that my companions seemed to see things to which I could not see at all.

"One day they read aloud an advertisement in huge letters on a distant billboard and then I realized that something was the matter, for not only was I unable to read the sign but I could not even see the letters. I spoke of this to my father, and soon afterwards got my first pair of spectacles, which literally opened an entirely new world to me. I had been a



clumsy and awkward little boy, and while much of my clumsiness and awkwardness was doubtless due to general characteristics, a good deal of it was due to the fact that I could not see and yet was wholly ignorant that I was not seeing. The recollection of this experience gives me a keen sympathy with those who are trying in our public schools and elsewhere to remove the physical causes of deficiency in children, who are often unjustly blamed for being obstinate or unambitious or mentally stupid.

"This same summer, too, I obtained various new books on animals and birds, including the publications of Spencer Baird, for instance, and made an industrious book study of the subject. I did not accomplish much in outdoor study because I did not get my spectacles until late in the fall." (From "The Autobiography of Theodore Roosevelt," Copyright by The Macmillan Co.).

73. *When an eye is crossed* it results in the child seeing two images, or double. To avoid this confusion the child quickly learns not to look with the eye that is crossed. In other words only one is used. As is always the case resulting from the non-use of any part of the human body, the part not used soon becomes useless and that is exactly what takes place with the crossed eye. The sight grows fainter and fainter and eventually the child will be nearly blind in that eye.

It is important that correction of the defective vision be made at an early age before too much vision is lost in the poor eye. As a rule correction by glasses will not be successful after the age of eight, but occasionally cases have responded when the child was older.

74. *Who knows* the curious mystery of the eye-sight? The older senses corroborate themselves, but this is removed from any proof but its own and foreruns



the identities of the spiritual world. A single glance of it mocks all the investigations of man and all the instruments and books of the earth and all reasoning. What is marvelous? What is unlikely? What is impossible or baseless or vague? After you have once just opened a peachpit and given audience to far and near and to the sunset and had all things enter with electric swiftness softly and duly without confusion or jam.

—Walt Whitman.

75. Why was the sight

To such a tender ball as the eye confined,  
So obvious and so easy to be quenched,  
And not, as feeling, through all parts diffused,  
That she might look at will through every pore?

—Milton.

76. *Many accidents* result from the inability to see properly—insufficient light may be the cause, so may defective vision, so may glare resulting from improper light. At least 15 per cent. of all industrial accidents may be definitely traced to improper lighting.

These facts relating to defective vision, eye protection and lighting are not new but when grouped together become persuasive arguments for eye-sight conservation.

Let us advise you on the care of your eyes.

77. *The eye* is unquestionably a marvelous organ. If it were not so delicate it would not be so easily injured, but then it could not perform its wonderful work.

Nearly everyone has some eye defect. Nine out of every ten persons under twenty-one years of age have defective eyes. Beyond that age the prevalence of eye defects increases until at the age of forty it is



almost impossible to find a man or woman with perfect eye-sight. The defect may be so slight that it causes no serious trouble. On the other hand some small errors under certain conditions frequently cause much suffering.

No physical defect contributes more directly to fatigue and inefficiency than eye-strain, or is more responsible for waste of vitality, effort, time and material.

The value of our eyes—the sense of sight—cannot be expressed in any terms. Next to life itself is vision, and yet, millions have defective eyes. The great majority are unaware of impaired vision and do not know that theirs is less than a full measure of the most valued of the senses. Many others do not understand that a considerable degree of the vision they do enjoy is gained only through nerve-exhausting eye-strain.

Let us advise you on the care of your eyes.

78. *There are millions of school children who are handicapped in their studies because of defective eyes, thousands are suffering from eye-strain and large numbers are forced to discontinue their endeavors to acquire an education because of this same physical defect. It has been proven conclusively that poor eye-sight is an important associate cause of backwardness, stupidity, apparent laziness and truancy.*

We specialize in examination of children's eyes.

79. *A large proportion of school children have eye defects of sufficient degrees to warrant correction, although in many cases the presence of these defects is not indicated by vision below normal. Simple visual acuity tests reveal 25 per cent. with manifest defects and symptoms of eye-strain. This is based upon the results of testing the eyes of over 14,200,000 school children extending over a period of 16 years as compiled from state and municipal*



reports and returns from a survey of school systems of 247 large cities.

We specialize in examination of children's eyes.

80. *"Even the toad, ugly and venomous, wears yet a precious jewel in its head—"*

—Shakespeare.

81. *A good eye lost can never be replaced.*

82. *If you are wise—protect your eyes.*

83. *Dizzy spells—headaches—eye-strain—?* The Optometrist should be consulted immediately.

84. *Let us examine your eyes today. Tomorrow may be too late. Eyes that are weak and strained go fast.*

85. *Let us tell you about the advantages of wearing tinted lenses.*

86. *We are especially equipped to take care of your Optical repairs.*

87. *A service that, over a period of 10 years, has come to mean much more than a mere figure of speech to our patrons.*

88. *Like insurance—delaying having your eyes examined may be a costly thing when it is too late.*

89. *Save your eyes, and your money—Let us examine your eyes today.*

90. *It is better to wear cheap shoes than to wear cheap glasses. The eyes are your most sensitive organs. Let us examine your eyes today.*

91. *Our Service is much more than a mere figure of speech to our patrons. They have come to recognize that it means a conscientious and continuous care for their visual welfare.*

92. *Why should it be necessary to introduce "drops," drugs or any other poison into a healthy eye? We*



can't see the reason, so we don't do it. Instead, we measure your visual errors scientifically and prescribe corrective lenses.

93. *You're mighty proud of your boy, aren't you? Expect him to grow up and do great things in the world. Want to be proud of him. Fine little fellow—*

—And yet, are you doing the right thing by him? Are you neglecting his eyes? Eye-strain, if corrected at once, will not impose lasting defects on the eyes. Better do the right thing at once, Dad.

94. *All the Beauty Parlors in the world cannot remove the cause of certain wrinkles that result from eye-strain. Only an Optometrist can do that.*

95. *When a competent Optometrist gets through examining a pair of eyes, he knows what their condition is, he knows what they need and what they do not need, and he will not put glasses on that patient until they are necessary.*

96. *Investigation indicates that most people who would be wonderfully more comfortable and better off in every way if their eye troubles were corrected, do not even suspect that the lack of proper glasses is at the bottom of their trouble.*

97. *Treat your eyes right and they will reciprocate.*

98. *Don't take another's headache tablets nor wear his glasses. Better find out about your own needs.*

99. *Even a "highbrow" may have a low degree of vision. If "highbrow" means intelligence, then the "highbrow" will have his eyes examined periodically.*

100. *Tired eyes make young faces look old. Remove the eye-strain with correct lenses.*



CHAPTER FOUR

LETTERS

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## CHAPTER FOUR

### LETTERS

#### THEIR VALUE

WHILE we acknowledge the value of newspaper advertising, we recognize and often shudder at its cost. The circular is fine, too; but it is generally expensive, and cheap circulars are not much better than none at all. The personal letter, however, is the old, reliable method. It need not be expensive and will give the Optometrist a wonderful opportunity for carrying out his educational program and also his business ideas and aspirations. The letter, if followed up in the proper manner and with persistence, will bring better results than any form of Optometrical advertising yet devised.

Remember to remove from the "Prospect list" the name of a person who has become a patron.

On another page will be found a suggestion on how to obtain a bonafide mailing list of eye-glass wearers in a given community or neighborhood. Along this same line, it will prove valuable to obtain from the bookkeeper or paymaster of a large industrial plant, commercial house or department store the names of employees who wear glasses.

For a general city list, though, the telephone book is recommended. It surpasses, for our purposes, the city directory in many ways.

#### PARTICULAR LISTS

Here is an idea that one Optometrist employed with great success. He was friendly with the manager of a life insurance



local agency. He secured from the agent (who obtained the information from the applications) the birthdays of a great number of glasswearers. The applications, you will recall, always state whether the assured wears glasses. Thus provided, our Optometrist friend sent out hearty greetings and a very effective letter. His efforts paid him magnificently. His idea deserved the reward it received.

Names of automobile owners may be secured from the proper state or county offices, and such names are valuable in going after auto-goggle and sport glass wearers. Use this same method with yacht clubs, fraternal organizations, country clubs, etc. The field is endless. If you sell compasses, telescopes, barometers, thermometers or novelties, select your field accordingly. The enterprising hustler can always find a market for his product.

Consult the tax lists for the names of farmers. It is equally easy, from the classified section of a telephone directory, to obtain the names of bankers, lawyers, etc.

#### THE PERSONAL LETTER

The personal letter wins. A circular letter, smeary, on a cheap sheet, is valueless. It may do more harm than good. What is worth doing (to repeat a trite saying, but one whose significance in this connection should not be disregarded), is worth doing well. Have a definite idea of what you are going after. Make every letter present your case lucidly, aptly, and interestingly. If the letter is just another "form," don't mail it. Such advertising is obsolete. Sign each letter personally. Signature stamps conjure up notions of greatness, maybe; but, in the matter of the Optometrist appealing to a



prospect, it is rather absurd to impart the impression of being too busy to sign a letter.

Where the mailing list is small, each letter can be written individually, but when the list consists of hundreds or thousands of names this is highly impracticable and very expensive. The multigraphed letters are better looking than the mimeographed letters. There are many new-processed letters which are ideally suitable for this purpose. Even where the letter is perfect in appearance it is important to carefully note that the heading, date, superscription and salutation synchronize with the body of the letter.

It being your desire to have your letter escape the wastebasket, careful attention must be given to the small matters which, taken together, tip the scales favorably.

Every letter should be sent first class. If it is not, in your opinion, worth two cents to send a certain letter, then certainly it is not worth sending at all.

#### STATIONERY

The matter of stationery is one for personal choice. A tinted paper is not objectionable; indeed, if the Optometrist is attempting to appeal to a class which takes notice of such matters, he should make his "appearance" count for as much as his ingenuity can evolve. Thus, a light blue sheet, club size, printed in one or two contrasting inks is advised. Lithography, embossing, engraving, electro-typing, plateless-process,—all these are available, depending on the amount it is desired to spend. The envelope, carrying out the general composition, will make the whole affair very impressive-looking.

Where the mails are used for going after prospects, or for follow-up, it has been found advisable to omit the name from



the envelopes, using only the address. The value of such omission is apparent. Carrying out this idea further, it is perhaps advisable, where the prospect is to receive a large series of letters from you, to use the plain white envelope; otherwise, your color-scheme will become known to him. This latter precaution, however, is but a hint and is submitted with no serious comment of direction. Omission of the name will be enough in the average case.

#### REQUISITES FOR THE EFFECTIVE LETTER

The letter itself, though, *is* important, and the rules governing its composition require the strictest consideration. An idea must be communicated. The idea must be of value. It must be expressed clearly, logically, interestingly. It must not contain a single extraneous word. The first paragraph should be of a personal nature and strong enough to titillate the reader's curiosity regarding the balance of the letter. Paragraphing and lay-out should be along rational lines. There is such a thing as being "too smart." In business, it becomes a liability. The faculty of being original, courteous, and wide-awake, however, is every man's asset.

As in anything else, rambling style, too many I's or We's or Our's, grandiloquent and winged words, should be carefully avoided. Ambiguity and repetition are equally undesirable. Timeliness should be practiced. Try to be conversational. Not too intimate, however. The sensible Optometrist will readily comprehend that only a moron would, on learning the birthday of a lady prospect, proceed to inform her, however graciously, that she is now approaching thirty-seven and should "show herself" to having an eye-test.

One Optometrist wrote to fathers whose sons were about



to enter college. He congratulated the fathers and became perhaps too solicitous about their sons' welfare. From one of the fathers he received a reply which he will not soon forget. That gentleman stated in his letter that if the Optometrist would concern himself with his own affairs and permit other people to attend to theirs, the world would doubtless become a more tolerable place; that, as a matter of fact, his son was doing very poorly at college, but not due so much to defective eye-sight as to an over-zealous concern over Bacchus and his Bacchantes.

The specimen letters printed in this work have been used successfully by many Optometrists. Conditions, however, are not the same all over, and it becomes necessary for every Optometrist to analyze his own educational and marketing problems, and to create his letters to meet such problems.

#### FOLLOW-UPS

Follow-ups educate. They are messengers of good-will. They may entertain, instruct, remind. They may be gaudy or plain, grammatical or elegant, useful or useless, productive or merely "dead-heads." When employed judiciously, however, they represent about the most perfect medium for the Optometrist. Since we have agreed that Optometry is confronted with the necessity of explaining its own needfulness, it should be plain that it must do this in the most effective medium. Follow-up letters, if seriously and wisely composed, will perform this work admirably.

But the function of the follow-up letter is even greater than that. It will help you, in the face of competition to retain your patients. It will constantly remind your patients of your concern for their visual welfare.



The follow-up letters herein given represent the quintessence of over five hundred Optometrical letters, all of which were, at one time or another, used by Optometrists. The Author himself has always considered this system to be of great value. The letters given are about as perfect a group as he was able to compile.

Concerning the relative merits of the 30-day letter and the 3-months letter, it has been found that the 30-day letter, despite the many objections to its use, is a very desirable one to use.

True enough, if an Optometrist employs it to anticipate "kicks" or complaints, he is doing a foolish thing. Indeed, he should rather use it to secure himself against exactly such exigencies. The 3-months letter is equally satisfactory. All letters, if backed by a plan, are quite useful.

And, we contend, the divisions of time have very little to do with the proposition. If an Optometrist feels that he can afford to do it, he should send to every one of his patients a monthly letter and, at Christmas, a card of greeting. He must retain his patrons. Every new patron that he secures, has, as a rule, been taken away from a competitor. That same competitor is now seeking to get his old patient back. He is, too, probably trying to get some of our first Optometrist's patients. To that end he is sending letters, advertising, exploiting the number and modernity of his facilities. If an Optometrist can retain his own patients, he *must* grow, for one patient who is satisfied, or more—delighted—with his service, his personality or his other professional qualities will prove more valuable to him than hundreds of letters.

And the best way to retain old patrons (high grade service being assumed) is by use of the personal follow-up letters.

Unlike the merchandising establishment, the Optometrist



does not expect his patrons to return every day or every week. Their visits are punctuated by long intervals. They are apt to forget him or his office unless he sends them an occasional reminder. Thus, the personal letter, and as often as possible.

Dear Sir or Madam:

(20-day  
Letter)

We hope you're enjoying the glasses we made for you. You will, as time goes on, enjoy them more and more. It takes at least 30 days for the eyes to become completely accustomed to new glasses.

We have a complete copy of your prescription on our files, and can replace any broken parts or make you a new pair without another examination.

Stop in whenever you pass our office. We will be glad to keep your glasses in perfect adjustment—free.

Thanks.

Yours very truly,

Dear Sir or Madam:

(Another  
one)

Did we entirely satisfy you in our examination, the glasses we fitted, and the charge we made? It requires at least 30 days, you know, to get used to glasses.

We will be glad to adjust your glasses for you whenever you may request us—and free.

Yours very truly,

Dear Sir or Madam:

(Where  
first Letter  
is sent in 30  
days)

How did you find our service? We've always been proud of it.

We enclose a card of instructions on how to take care of your glasses. Accept it with our best wishes, please.



We've a copy of your prescription on our files. Whenever you need anything in the Optical line, let us again exhibit how glad we are to serve you.

We'll adjust your glasses free any time.

Yours very truly,

Dear Sir or Madam:

(Another  
one)

Well, how are the glasses we made for you?

If they need adjustment, we'll be glad to do this for you free any time.

Next time you are near the office, won't you stop in and let us tighten and adjust your glasses and say "hello"?

Yours very truly,

Dear Sir or Madam:

(Two  
years)

It's exactly two years since we examined your eyes and fitted you with glasses.

Almost time to have your eyes looked over again. You know, "an ounce of prevention—" Not only that, but your old glasses probably need adjustment and tightening.

Stop in to see us next time you're around this way.

Yours very truly,

Dear Sir or Madam:

(Four  
years)

Another year has gone by, and it is now four years since we supplied you with glasses.

Four years. In that space of time the eyes undergo many changes, and it is hardly possible that glasses fitted then can be right for today.

Feeling sure that you will thank us for this reminder and advice, we are,

Yours very truly,



Dear Sir or Madam:

(Five  
years)

Five long years. Old nations have fallen and new ones have risen in that time. And during all that time you've worn the same pair of glasses.

You're not doing the right thing by your eyes.

You can't win. Nature won't let you.

Better let us examine your eyes today.

Yours very truly,

Dear Sir or Madam:

(Where a  
patient has  
been recom-  
mended.  
Thanks)

Today we had the pleasure of attending to the optical wants of Mr. George Robinson, 122 Broad Street, who informed us that his call was the direct result of your kind recommendation.

To assure you that we appreciate your interest in our behalf is but a meagre way of expressing our appreciation.

Hoping that we may soon have the opportunity to reciprocate, and with kindest personal regards, we are

Yours very truly,

Dear Sir or Madam:

(About  
styles in  
spectacles)

The white gold spectacle is here to stay.

From a financial standpoint it pays to wear solid gold, and besides there is that personal satisfaction in knowing that you are wearing the very best and the very latest.

Eye-glasses, spectacles, and lorgnons are now being made in a variety of new forms and styles, including White Gold, Green Gold, Yellow Gold, etc.

We would be pleased to have you ex-



amine these new goods at your convenience. No obligation, of course.

Yours very truly,

Dear Madam:

(Another  
one)

Are you using a lorgnon?

A lorgnon is very convenient at the theatre, when shopping or on any occasion when it is necessary to closely examine a program or an article for a moment. It obviates the necessity of using your regular glasses and of dis-arranging your hat or veil. It is also made for distant use.

And the new styles are so dainty! In Platinum, White Gold, Green Gold, and Yellow Gold, either plain or chased or set with precious stones they now form a very necessary part of every well-dressed woman's outfit.

It would be a pleasure to show you these modern necessities. No obligation, of course.

Yours very truly,

Dear Sir:

(To an  
automobile  
owner)

Not only should the driver of a car wear protecting glasses but the passengers as well.

The glare of the sun will, in time, weaken the strongest eyes. Dust and dirt will lie thick on the lashes—will creep in the eye itself and irritate the delicate membrane.

The auto-driver (or passenger for that matter) who persistently neglects to protect his or her eyes is eventually due for a rude awakening.



We will be glad to have you call in regard to your optical needs.

Yours very truly,

Dear Sir or Madam:

(A letter  
suitable for  
sending to  
any  
prospect.  
General,  
educa-  
tional)

The Statistical Division of the Eye-sight Conservation Council of America informs us that about two-thirds of the workers in America have defective vision.

Inefficiency, accidents, slower work—these and other results grow out of poor eyesight.

In your own case, though; are you familiar with the condition of your eyes?

We possess all the most modern facilities for examining the visual acuity of your eyes. We do this without the use of drugs. An examination takes from fifteen to thirty minutes. The price is \$2.00.

May we serve you?

Yours very truly,

Dear Sir or Madam:

(Another  
one)

If there is one thing on this earth that is important to you, it is good eyesight. And if there is one thing injured by neglect, it is your eyes. Once they go, they go fast.

In this age, when our every action depends so largely on good sight, when lights and new scenes and new vistas are forever coming before our attention, it is a mighty important matter for us to have our eyes in good healthy condition.

May we examine your eyes and tell you whether you are O. K., or whether glasses will help?

Yours very truly,



Dear Sir or Madam:

(Another  
one suitable  
for sending  
to the head  
of a family.  
May be  
used as  
material for  
an educa-  
tional  
circular)

If your eye-sight is good, let it remain so. But here are the requirements:

1. The light should shine on the object under gaze, but not in the eyes of the observer.

2. The first remedy is the use of the diffusing glass globes, reflectors, or shades.

3. The contrast of brightness should be within the ratio of 1 to 100. This means the adoption of indirect or semi-indirect lighting in which the brightness of the bowls is reduced.

4. Localized lighting should be used only in conjunction with some general system of lighting, so as to avoid marked contrasts.

5. Avoid the glare of reflection from polished surfaces.

6. Both excessive illumination and inadequate illumination strain and fatigue the eye.

7. Intrinsic brilliancy of more than five candle power per square inch should be reduced by a diffusing medium if the rays enter the eye at an angle below 60 degrees with the horizontal plane.

8. Flickering, unsteady or streaked illumination strains the eye and produces irritation in the eye in its attempt to maintain vision.

9. Special protective glasses should be used to protect the eyes from ultra-violet radiation in excess of that present in daylight as well as infra-red radia-



tion from high temperature molten surfaces.

10. Windows should form as large a percentage of the total wall area as possible.

11. Window shades used indiscriminately are conducive to contrast glare effects. Translucent screens and shades are generally preferable.

12. Ground glass and the like should be avoided in window sashes which are below the level of the eye.

13. Dark colored finishes, walls and ceilings, should be avoided if eye comfort is desired, since they are likely to introduce glaring contrasts.

If, however, you suffer from eye-strain headaches, or any other visual defects, may we serve you?

Yours very truly,

Dear Sir or Madam:

(For  
mothers and  
fathers of  
school-  
children)

It is unfair to a child to permit him to suffer the humiliation of being called stupid when, as a matter of fact, the poor little chap can't see.

At birth the eye is small, too short for perfect vision. As the body grows the eye grows. Eventually, if fortune smiles, the eyes become just the right size and shape.

Just as there are few persons who are absolutely perfect in form and feature, there are few eyes that are perfectly normal. But how are you to find out that your eyes are abnormal?

child  
✓



We specialize in examining eyes and fitting glasses.

May we serve you? Where glasses are not needed we tell you so, of course. We charge nominally for examinations.

Yours very truly,

Dear Sir or Madam:

(Educational)

Not so many years ago the "Spectacle Quack" would spread out a collection of cheap "Specks" on a barrel-head and "Bark" his wares to the passing crowd.

But the day of the Spectacle Fakir, the Eye-glass Peddler, the Mail Order Misfits, and the bargain-counter odds-and-ends, is passing.

People have learned that it is dangerous to gamble with eyesight.

You demand the best Medical Service you can get when you are sick. And you are right.

You should give your eyes the benefit of the best Eye-sight Service science and skill can supply—that's Optometric Service, as practiced by the competent Optometrist.

May we serve you?

Yours very truly,

Dear Sir or Madam:

(Educational)

Your Eye-sight is one of the greatest blessings God has bestowed upon you. A "gift" you cannot replace—a "gift" you should never abuse. Guard it and it will always bless you. Protect it and it will protect you.



Have your eyes examined the moment you feel them giving you the least distress or uneasiness. Nature is warning you that your eyes need help.

Go at once to a competent Optometrist. His thorough, scientific, non-medical examination will reveal "what's wrong"—if you need glasses he will fit your eyes correctly as a part of his professional service.

We have been practicing Optometry at the same address for over 10 years. May we serve you?

Yours very truly,

Dear Sir or Madam:

(Educa-  
tional)

It is Sensible—

—To have your eyes examined every year. Then you will probably never have serious eye-strain because your Optometrist will find any tendency toward trouble before it has had time to develop to the point where it is serious.

It is better to have a dozen examinations and find each time that your eyes are doing all right than to be even a few months late in getting the help you need.

May we serve you?

Yours very truly,

The foregoing are specimens of educational letters, suitable for mailing to heads of families, to workers, to any and all classes. They merely explain Optometry and create a receptivity for the purely or quasi-business letters. Three letters of the "advertising" kind are presented:



Dear Doctor:

(To the  
Physician)

Whenever we notice a pathological condition in any of our patients, we refer them to you. Our facilities and our profession limit us to merely measuring the visual acuity, furnishing lenses and the fitting of glasses where the same are found to be necessary.

We should be pleased to have you visit us and inspect our equipment.

We offer to physicians a very satisfactory discount on their personal Optical needs.

Yours very truly,

Dear Sir:

(To the  
Banker)

As a successful banker you are pretty careful about the kind of property you are willing to loan money on. The property must not be too heavily encumbered.

Yet, when a business man neglects his eyes, he mortgages his future with a lien often impossible to satisfy.

Better have a search made, Mr. Banker.

May we serve you?

Yours very truly,

Dear Sir:

(To the  
Lawyer)

Are you in a position to say what is the condition of your eyes?

You wouldn't appear in court representing a client unless you had previously prepared your case. You would carefully consult the best authorities.



We are Optometrists, Eye-sight Authorities.

We would be pleased to have you as our "client."

Yours very truly,

You have had, let us say, a hat cleaned. Why not write a letter to the hat-cleaner, telling him you are highly satisfied with his work, adding that you will be glad to continue to patronize him and to recommend him to others? In closing, state merely that you should be pleased to have him consult you on his Eye-sight and Optical problems and recommend you to his friends. This same method may be followed with reference to bankers, druggists, tailors, watchmakers,—in fact, with all tradesfolk and professional people with whom you come in contact, either as a customer or acquaintance. They will promptly see the logic and the good business appeal of your letter, and the result should prove profitable.

It will be found gainful for the Optometrist or Optician to notice the newcomers to the neighborhood or town. Strangers are often at a loss to know just whom to see for Optometrical service or Optical work. It is wise to anticipate the possibility of your competitor's getting in touch with them, by writing them a personal letter welcoming them to the neighborhood.

In connection with your "Pair of Extra Glasses" campaign, or your "Styles in Spectacles" campaign, many novel approaches should, in the light of the foregoing, suggest themselves to your mind.

Letters to Beauty Parlors, Barbers, Clergyman, Nurses, Dentists,—all these, if carefully prepared, should bring results.

The following are specimens, embodying a few of the suggestions made in this chapter:



Dear Sir:

("Stunt"  
letter to a  
Lawyer)

When we wanted to know about a certain estate recently, we went to a lawyer. That was you.

If you have any doubt at all regarding the condition of your eyes you should seek an Optometrist, an Eye-sight Authority. That's us.

May we expect to see you soon?

Yours very truly,

Dear Mrs. Smith:

(To a  
Seamstress)

Concentrating the eyes on one point for any length of time will cause eye-strain and may result in permanently impaired vision.

Your occupation depends almost entirely on your eyes. Do you, frankly, give them the attention they require?

"A Stitch in time—" Why not see us to-day, and let us examine your eyes? The examination requires very little time, its cost is nominal and its advantages will long be remembered.

Yours very truly,

The seamstress *does* use her eyes perhaps more than any average person. Sitting and working over her sewing, often at home under improper illumination, or in shops for long hours, the matter of her eyes is a serious one to her. A letter such as the one given above will set the addressee thinking. A follow-up, such as the following, is advisable for sending, about two weeks later, if the first one gets no response:



Dear Mrs. Smith:

(*A later letter to a Seamstress*) Fine stitching, delicate needlework, and a dress is completed. But how about the strain on your eyes?

Hour after hour of concentration. Nature never intended your eyes to be strained that way.

It will surprise you to discover what a relief proper glasses will give!

We are Eye-sight Authorities. Won't you come in and talk it over with us?

Yours very truly,

If there is no response to the second letter it is advisable to discontinue this list for six months.

The Optometrist should, wherever possible, seek to interest physicians in the purposes of Optometry, in the instruments employed and in the latest discoveries. If the Optometrist follows this course judiciously—referring, too, pathological cases to the physician—he, the physician, will come to comprehend that Optometry is a specialized science and one suitable for the needs of many of his patients. General practitioners are still in greater number than the specialists, and in certain small towns or neighborhoods there are no Oculists. As a rule the old-time family physician is not on very familiar terms with refraction, and often he is happy to refer his eye patients to a high-grade Optometrist for ocular diagnosis and refraction.

Personal visits are preferable to the letter. The letter, though, is a fine method to use in opening the negotiations. The second specimen to a physician is recommended where the Optometrist desires to address the physician at once on the matter of having cases referred to him.



Dear Doctor:

*(Soliciting  
referred  
cases of  
the  
Physician)*

We feel that a better understanding between us will necessarily result to our joint advantage professionally, and we take the liberty to address you in reference to patients of yours who may require the services of a competent Optometrist.

We have been established in this city for over ten years and our equipment, knowledge, skill and experience may serve to convince you that we are competent.

For our part, Doctor, we will make every effort to reciprocate your kindness.

Yours very truly,

Acknowledgments and letters of thanks should be sent for all referred cases. If the case is a refraction only, state so, but if other conditions are discovered and the patient has been referred back for treatment, a full diagnosis should be rendered the physician. Of course, a telephone call is more satisfactory in case the patient requires treatment. The letters reproduced hereunder are suggested:

Dear Doctor:

*(Another  
letter to a  
Physician)*

Appreciating that, frequently you have cases wherein you suspect eye-strain or where you desire a complete ocular diagnosis, and that necessarily your time is so fully occupied with your regular practice that you would be pleased to be relieved of a portion or all of this work, we respectfully suggest that you send such patients to us.

We will make a complete examination and diagnosis of such cases and refer them back to you for your advice. Our findings would, of course, be sent to you personally so that



you could inform the patients just what you considered advisable in each case.

We possess exceptional facilities and equipment, and have skill and experience in this specialized line. We use no drugs, leaving this entirely to the physician.

Suitable to your convenience, we should be pleased to have you call to see us. We should like to demonstrate and explain to you, Doctor, our methods of refraction and diagnosis of eye conditions and should take particular pleasure in making you up a pair of glasses gratis, thus affording you an opportunity to closely scrutinize our work.

Assuring you of our full co-operation toward any cases you may wish to refer to this office, and hoping that we may soon have the pleasure of seeing you, we are,

Yours very truly,

Dear Doctor:

(Acknowledging the referred case)

We have just had the pleasure of a visit from Mrs. A. Johnson, 111 Main Street, this city, whom you so kindly referred to us.

Mrs. Johnson is presbyopic; no pathological conditions. We fitted her with glasses.

Thanking you for this reference, and with kindest personal regards, Doctor, we are,

Yours very truly,

Dear Mr. (or Mrs.) Jones:

(A very effective letter on the subject of "an extra pair of glasses.")

Quite frequently our customers, while on business or pleasure trips and far from an Optical office, break their glasses, and, from lack of an extra pair, lose a great deal of the pleasure and profit of the trip.

So often has this happened and so often have we been reproached for not suggesting



a spare pair at the time their eyes were examined, that we are prompted as a matter of service to you, to call your attention to the inconvenience attached to such an incident.

May we serve you?

Yours very truly,

Dear Doctor Smith:

(To a  
Clergyman)

Probably no profession entails more strain upon the human eye than that of the clergy. Close application to books, constant study and writing is certain to exact its toll in weakened eye muscles and nerves.

There are but two remedies for this condition. One is complete relaxation from close work. The other—glasses.

If you are experiencing any of the warnings Nature gives—headaches, tired, worn-out feeling, dizzy spells—why not allow us to make a thorough examination of your eyes and give you our honest sincere advice?

Whether in need of optical service or not, we would be pleased to have you call and become acquainted.

Yours very truly,

Dear Miss Jones:

(To a  
Hair-  
dresser,  
Private  
Nurse,  
etc.)

Undoubtedly you are often asked to recommend a place where becoming eye-glasses are fitted.

We have devoted many years to the production of glasses suited to each patron's particular type. Our glasses add to, rather than detract, from the wearer's appearance.

Any work you may see fit to refer to us will be greatly appreciated. We also hope to find mutual satisfaction and profit by



working together in a co-operative spirit.

We will gladly allow you a very satisfactory discount on all your personal Optical needs.

Yours very truly,

Dear Mr. Brown:

(To a  
Restaurant  
Owner,  
Cigar-store  
Owner,  
etc.)

Your opinion is often asked regarding the right place for eye examinations and the making of glasses.

Knowing that our work and service is of the highest possible type we are sure that any patrons you may refer to us will be pleased and satisfied. May we hope for co-operation?

We desire the pleasure of meeting you personally. Any service we may be able to render will be cheerfully given.

We will be pleased to allow you a generous discount on all your personal Optical needs.

Yours very truly,

Dear Miss Jones:

(To a  
Nurse,  
Forelady  
etc.)

Your professional experience has surely shown you the importance of the conservation of vision and the care of the eyes. Many human ailments, such as headaches, nervousness, dizziness, irritability, etc., can be traced directly to poor vision.

If your own eyes need assistance at any time, or should any of your patients be suffering from eye strain or other visual defects, please remember that our experience is always at your command.

We hope to have the pleasure of serving



you personally, as well as any patients you may see fit to refer to us.

We will be pleased to allow you a liberal discount on all your personal Optical needs, and should like to enter into arrangements with you in reference to referred cases.

Yours very truly,

Dear Doctor:

(To a  
Dentist)

You occasionally have patients who complain of headaches even after you have corrected their dental troubles. Possibly defective vision or eye-strain may be wholly or partly responsible for this condition.

As your work and ours is so closely related, may we suggest that you refer such cases to us for eye examination. We are sure that such a service will result to the advantage of all concerned.

Our facilities for making eye examinations are unsurpassed. Our experience and reputation is a guarantee of satisfaction.

Thanking you in advance for your cooperation and assuring you that we will gladly reciprocate, we are,

Yours very truly,



CHAPTER FIVE

ETHICS

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## CHAPTER FIVE

### ETHICS

IN THE preceding pages I have set forth at least fifty methods for increasing the income of an Optical Office. They contemplate no vast expenditure of money. They are not impractical. They have all been actually used. The Author has been actively engaged in the practice of Optometry for quite a few years and is registered in two states. In addition to having practiced Optometry, he has, at times, maintained Optical Offices—with and without appurtenant shops, has "called on trade," has been active in the professional societies and has studiously observed and collected for compilation what he regards the very best methods for making money in the practice of Optometry.

He desires, at this place, to state that he realizes that some of the methods given in this book may be wholly unethical. We are dealing only with "ways" generally, believing that from out of the whole mass of both ethical and unethical, and in-between methods, there may be gleaned enough ideas that will lend themselves to application in all cases to justify his issuing this compilation. This book is a business-builder book. Ethics is beyond its scope. Ethics is, anyway, often a matter of geography, personal viewpoint, and is a high adjustable abstraction. It is frequently the grand vehicle which the affluent practitioner mounts after years of questionable professional conduct on his own part; he now regards disdainfully the youngster who is finding out that Optometry may, at times, become a highly competitive profession, and determines



to make the most of his opportunities until the day when he may himself mount the high place of ethical practice.

Among the Lawyers and Physicians and Dentists one finds the same problem. Many Lawyers will, at first, employ "runners" and stoop to numerous shady practices in order to make a living; many Physicians will perform operations of a character to be studiously shunned; many Dentists will begin as stark "advertisers," will even generously offer "free examinations," etc. All these worthy gentlemen will frequently, after attaining financial stability, embrace the comforting stronghold of ethics. Unethical! It's a high-sounding word. It not infrequently refers to what the "other fellow" is doing to get business. It would seem most logical to construe ethics as being a code of conduct. So long as fraud is not practiced; so long as a desire to serve is a genuine incentive; so long as honest business relations are maintained; so long as competent service, without misrepresentation is given—so long, indeed, as these elements co-ordinate and constitute the actuating desire of the Optometrist, he may safely assert that he is ethical, and may dismiss as banal and wholly ridiculous the accusations of his less successful brethren.



CONCLUSION

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## CONCLUSION

I MARVEL and experience a distinct thrill whenever I pause to meditate on the progress of Optometry over the past twenty years.

When I first began fitting glasses it was only in connection with my major vocation of selling jewelry to negroes and compatriots of Paderewski.

It was, during those days, quite common for the "eye-tester" to content himself with occupying the rear of any sort of store and to announce his talents to the world through the medium of the "All-seeing Eyes." Such professional symbols were generally executed by the local Titian whose familiarity with human physiology was invariably surpassed by his uncanny faculty for concocting amazing colors. Later Titian's sphere was encroached upon by the transfer-picture. And thus the eye continued to peer solicitously over the neighborhood.

It was during that time that I sought instruction in Optics. Accordingly, I attended a rather condensed school, received a somewhat abbreviated education and was, at its conclusion, presented with an elaborate diploma. But I was beginning to learn, too. And I started to comprehend how tremendous a need Optometry was destined to satisfy.

Dr. C. H. Brown, head of the present Philadelphia Optical College, did in those days as much as was physically possible to render a high quality of instruction. Some of the most celebrated and nationally known Optometrists are products of his school. To every student Dr. Brown gave his personal attention, and into each one he instilled such a profound appreciation of the aim and function of the profession that



I doubt if there can be found a single graduate of the Philadelphia Optical College who does not hold Dr. Brown in the highest esteem and regard him with the deepest affection.

Meanwhile, new Optometrists—Doctors, were yearly graduating and opening, not jewelry stores, but high-class professional offices. State restrictions, too, were being tightened. To test my knowledge, I applied, in a contiguous state, for an examination. Passing it, I heaved a sweet sigh and began to wear carnations almost daily.

Optometry, though, has quite a long road to travel before it attains the prominence it deserves in the general scheme of things.

Medicine is deeply and permanently entrenched. So is Dentistry and Law. Static factors like natural cell-disintegration and the effect of practically any physical excess invoke the ministration of the Doctor. With the advent of civilization and warm food came tooth-decay. And, similarly, the automobile and the complexities of modern commerce and finance created the necessity for the Advocate. Collateral forces, too, kept forever producing greater fields for these professions. The popularity of certain soaps, skin ointments and oral disinfectants have served to elevate many an erstwhile plodding family physician into a skin specialist and into a suite on the fourteenth floor of the Medical Building. The manufacturers of tooth-whitening frauds have, with their equally intensive campaigns, produced so great a universal apprehension regarding the discolored molar that many a struggling Dentist has taken on several assistants, rented ornate quarters and begun to call himself a specialist. The Lawyer, always seeking newer fields has, with the passing of time, created his own markets. The ambulance-chasers, the forwarders, the modern criminal



business—these are only a few of the known sources which are relatively new. There are probably many others.

What, though, of the Optometrist? With the present-day rigid requirements, he is obliged to present unimpeachable personal references, to put in from two to four years at the books and thereafter to show a quite satisfactory grade in an examination in Optometry and its various in-laws. He is thereupon permitted to hold himself out to the world as a Doctor of Optics.

True, he knows very well what his profession is, how it is devoted to the correcting of visual defects and the prescribing of lenses for that purpose. He is aware, too, that the average physician knows little or nothing about modern methods of measuring astigmatism, about the new ways of correcting strabismus or about any of the recent developments in Optometry. And he hopes that the day may soon arrive when the local hospitals will regard him with quite as much affection and respect as they exhibit toward, say, the Dentist or the various other extra-medical specialists. He wonders, too, as he sits in his office gazing intently on his framed license, what it is that is lacking in the profession's approach; he wonders why he is yet looked upon, in certain quarters, with at least mild incredulity, if not down-right indifference.

That, he concludes, is his problem.

Being of a modern mind, a little thought promptly produces some rather startling conclusions.

He dismisses the hackneyed phrases about ethics peremptorily, remembering parenthetically that ethics is a prohibitory generality, that it appears and reappears on occasion, that it is a mere ritual, assiduously referred to in society meetings and very often flung to the breeze in the quiet recesses of the



Optometrist's office. Moreover, like the Magna Charta, being an "Unwritten Law," it is a highly adjustable abstraction.

If he is an old-fashioned, lifeless practitioner, he will never have heard of the Eyesight Conservation Council of America, an organization which has done more along the line of disseminating information about Optometry than any hundred other mediums ever devised.

The Eyesight Conservation Council, with headquarters in the Times Building, New York, was founded in 1920. It is an independent organization, conducting a national campaign, educational in purpose and in method. Its object is to promote betterment of vision by creating, through educational channels, public interest in the importance of eye hygiene and care of the eyes. To this end the Council has, since its institution, conducted an intensive campaign of disseminating knowledge relative to the need and importance of correcting eye defects, to the protection of the eyes against dangers in industry and excessive light and heat, and to the importance of proper illumination.

The Council has been maintaining a publicity campaign ever since its organization, employing the newspapers throughout the United States, providing to optometrists and other interested persons, literature on the subject at cost. So comprehensive is the work of the Council, so valuable is the work it is accomplishing and so beneficial, specifically, is it to the Optometrist, that it becomes the duty of the progressive Optometrist to inquire about the work of the Council, to read of its accomplishments and to aid it in every possible fashion in fulfilling its aims. It is only by so doing that the profession of Optometry will receive the degree of publicity it deserves and fulfill the great need to which it is devoted.

Advertising methods will always be resorted to. Cheaper



glasses will continue to be offered. And the fakirs will continue to practice their artifices on gullible fools. But just how long such tactics shall continue will depend on just how promptly the public becomes educated in the necessity of caring for the eyes in the proper manner.

"The good that the Council can do and the services it can render"—we quote from the prospectus of the Council—"can be only in proportion to the funds available."

On his own part, however, the Optometrist should do all he can along the line of educating the public in the matter of eye-sight preservation. Newspaper articles, radio talks, lectures and other mediums should be persistently employed for the dissemination of information. Co-operative advertising of an educational nature should be conducted by all the Optometrists in a city or in a certain community.

If the manufacturers of scarcely worthwhile dentifrices and medicated waters, merely by telling revolting stories about discolored teeth and unpleasant breath, can create such tremendous national sales, is it not reasonable to suppose that Optometry, furnishing a much more substantial message, can profit similarly?

If a publisher, finding himself overstocked with books on Personality, Intestinal Massaging, French-in-one-lesson or How To Make Your Boss Increase Your Pay, can, by filling a magazine page with heart-breaking illustrations, exclamatory headlines and the customary order-blank, unload his entire stock on you and me and a thousand others, is it not reasonable to suppose that Optometry, with a *real* message susceptible of verification in every detail, can profit thereby?

The problem is thus answered.

The next move is the Optometrist's.



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